# California LIBRARIAN

## SEPTEMBER 1953

#### CLA ANNUAL CONFERENCE NOVEMBER 12-14, 1953

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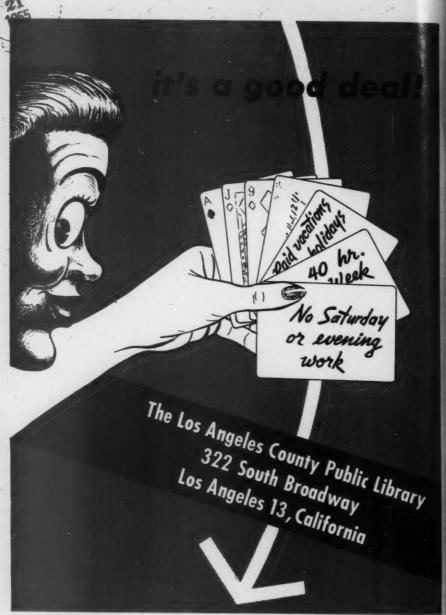
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#### CALIFORNIA LIBRARIAN

Volume 15, Number 4 - September 1953 RAYMOND M. HOLT, Editor MARIORIE DONALDSON

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#### SEE HERE . . .

Handled with a light touch that makes reading a pleasure is Harold Hamill's lead-off article on the new proposed Standards For Library Service in California. This, plus the comments already made by your fellow librarians, will provide background for your own study of the Standards printed in the July issue of News Notes of California Libraries.

Standards are also on the agenda at CLA's annual meeting described by President Klausner across the page and detailed elsewhere.

John Henderson's recap of ALA is as valuable to those who attended as to those who kept the doors of California's libraries open. Because "Intellectual Freedom" pervaded the conference, John Smith's summary of recent developments in this field, and particularly his comments on the Whittier Institute, are of lasting importance. Like every other library publication worthy of its keep, California Librarian takes pleasure

in re-printing for posterity President Eisenhower's historical letter to the American Library Association.

Speaking of history, Dr. Conmy draws our attention to California libraries' own Diamond Jubilee. For history in the making, trace cooperative efforts of California libraries in the audio-visual field with Mrs. Gene Hutchinson.

Should CLA have its own Personnel Administration Committee? Don't make up your mind on this controversial matter until you read Roberta Bowler's lucid discussion of the matter. Let us know what you think about California Librarian's newest feature, Howard Samuelson's page on library publicity and public relations, and don't forget to make your contributions to it.

Besides California Librarian's usual features, there's plenty of variety in other articles on such topics as UCLA's Special Collections, a gift of dolls for Mrs. Laura Ingalls Wilder, and what librarians thought about California Library Week!

#### ... PRE-CAST

Although three months off, you can sharpen your literary teeth in anticipation of these articles scheduled to appear as a part of the December issue of California Librarian:

Deadlines to the contrary, a concise summary of the annual CLA meeting will be featured, including all important actions . . . Doris Hoit will describe the new classification system currently being implemented at Pasadena Public Library . . . Richmond Public Library's experimentations with placement of their circulation and public service desks will be given the full treatment for all those interested in planning new buildings or remodeling old ones . . . A light-hearted comparison of CLA's districts will give dramatic emphasis to the contrasts found in library services and problems in California . . . Remember the thought-provoking article of a few months ago on "Keeping up with the Joneses"? Well, a symposium of librarians from the northern part of the state will create an even more controversial atmosphere with their opposing views . . . Library Trustees will find Trustee Case's article on the work of library trustees provocative and challenging . . . These are less than half of the articles to appear in December. What else do you want? Deadline is October 15-let's hear from you, NOW.

EDITOR . . .

#### PAGING CALIFORNIA LIBRARIANS

BY MARGARET KLAUSNER

CLA PRESIDENT

In the midst of all the Los Angeles turbulence on June 21st, 1953, your executive board met in a day-long session, to discuss problems the profession faces now and in the future, and to listen to the reports and recommendations of committee chairmen.

Particular emphasis was given to the need for long range planning now so that all types of library service can be developed in unity, each in its own way, but all directed toward achieving in California a strong and balanced library service that will grow with the state and assure our citizens access to needed materials in adequate amounts at school, college and community levels.

To this end, the Library Development Committee was asked to continue its studies and to formulate a plan that all of us can work toward realizing.

The Standards Committee recommended that the proposed standards for public library service in California be presented to the membership at the November meeting in Stockton for discussion and adoption. The standards are printed in the July issue of News Notes of California Libraries and we hope that you all study these before the November meeting.

The fate of the Public Library Survey has kept all who have worked with it in a state of shifting emotions. First we thought we had it; then we knew we didn't; then it looked assured again. The life of a legislative measure, whether attached to a budget or left in the care of a responsible legislator is surely one

of ups and downs. When last seen the resolution asking for the public library survey had passed the State Assembly and been referred to the Rules Committee. Our investigations into its status there reveal that there is no appropriation allowed which will guarantee the type of study needed to properly evaluate public library services in California. Consequently, the bill will be in limbo while we continue to try to find other means to attain its objectives.

In the meantime it is of the utmost importance that we obtain a reasonable set of standards so that when a survey is made we will have a modern and reliable measure of good library service. So read and criticize the standards as they are now published and let Harold Hamill, chairman of the Standards Committee have your questions and suggestions.

The November meeting, which will be held in Stockton this year, will not be the usual type of annual CLA conference. As is customary in years when the American Library Association meets in California there will be only a brief business meeting, since the CLA business must be finished for this year.

However, we are planning to hold a two-day conference on reading, preceding the business meeting which will be largely devoted to discussion of the public library standards.

The dates are November 12 and 13 for the Conference on Reading and Books; November 14 till noon is reserved for CLA discussion of standards.

Following the CLA meeting, the School Library Association of California will hold its annual meeting, Saturday afternoon, November 14, and Sunday, November 15th.

We are looking forward to seeing you in Stockton.

Ed. Note: See page 7 for the program, pertinent dates and information on the CLA Annual Conference slated for Stockton November 12-14.

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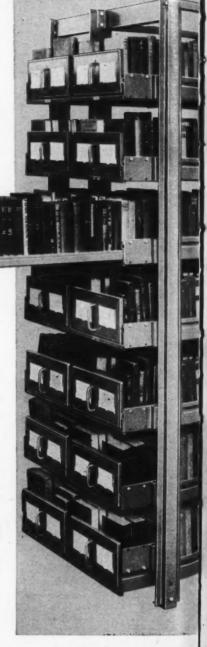
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## CLA ANNUAL CONFERENCE

#### CONFERENCE PLANS

The annual meeting of the California Library Association for 1953 is to be a conference on reading. Its purpose is to discuss the unique and indispensable functions of reading for personal growth and the survival of our culture, to consider the problems connected with reading, the obstacles to reading encountered by all of us, and the principal reading interests of various groups in our communities. We hope to reach a better understanding of why people read, of why people do not read; and we hope to find ways to encourage more people to read more books for enjoyment and for profit.

The conference will be on the workshop plan. After a preliminary presentation of the questions we seek to answer, we will divide into small groups for discussion. Each group will have a discussion leader and a recorder, and the results of the discussion in each group will be combined and finally presented to the whole conference. Half of the time will be devoted to reading for adults; the other half to reading for children and young people.

-Margaret Klausner

## PUBLIC RELATIONS CONTEST

The 4th Annual Notable Public Relations Contest will be judged at the CLA meeting in November, according to Anne M. Farrell, CLA Public Relations Committee chairman.

Entries, as in the past, will be judged on the originality and effectiveness of material submitted.

Material may be submitted in any reasonable form, durable enough to stand shipping, exhibition and judging.

Libraries wishing to enter the contest should, before October 1, send a postcard or letter to Anne M. Farrell, Public Relations Department, San Francisco Public Library, San Francisco 2, California, describing briefly the entry in order to plan space.

#### PROGRAM OUTLINE

November 12-

A.M.—Panel: COMMUNITY CON-CERN AND ACTIVITY WITH READING

Afternoon—Symposium on READING FOR ADULTS followed by workshop group meetings

Evening—Speaker on READING IN RELATION TO LIVING (This wonderful world of books)

November 13-

A.M.—Panel: READING FOR CHIL-DREN AND YOUNG PEOPLE

Afternoon—Workshop group meetings Evening—Annual CLA dinner. The speaker will be Savoie Lottinville, Manager of the University of Oklahoma Press, who is the Edith M. Coulter lecturer for 1953. This event is sponsored by the Alumni Association of the University of California School of Librarianship.

Ed. Note: Other speakers and participants will be announced soon. The program promises to be a stimulating experience for all who participate. You will receive your registration forms later. Watch for them and please register promptly.

#### WATCH THESE DATES

November 11, 1953—Annual conference of California County Librarians, Stockton, California

November 12-13, 1953—Books and Reading: CLA sponsored workshop conference, Stockton, California

November 14, 1953

8:30-12:00 — CLA Business meeting: Standards for Public Libraries

November 14-15, 1953 — School Library Association of California annual meeting, Stockton, California

The School Library Association of California plans to hold its State Meeting on the Saturday and Sunday following the CLA Reading Conference in Stockton. CLA meetings of particular interest to school librarians will occur on the preceding Friday. Miss Jessie Boyd of Oakland is Program Chairman for SLAC.

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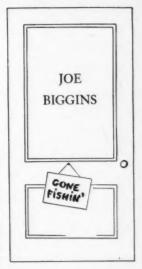
(Continued on Page 10)

People

and

Books

SINCE THE PUBLICATION of The Compleat Angler, fishing has become not only respectable but also a virtue in the sense that there is something noble about a fisherman. Izaak Walton was probably the first to state this truism. "You will find angling to be like the virtue of humility, which has a calmness of spirit and a world of other blessings attending upon it," he said. But there is more to fishing than that. On the publication of The Compleat Angler, in 1653, fishing became a literary subject. In this way Moby Dick is no less a fishing story than The Old Man and the Sea.



Fishing requires a very particularized sense of humor which is probably the most important element of all good fish stories. It is exemplified by the comment of one fisherman upon looking at a 39-pound striped bass which had just been landed. "Itty, bitty thing, ain't it?" In a class with this remark is the one made by the onlooker when a young teen-age girl caught a fish nearly as big as she was: "Is that girl fishin' or is that fish girlin'?"

Don't think for one minute that we just started thinking about fishing and this column is the result. Our reflections on the subject began the other day when we received through the mail a book published by our good friend Stanley Croonquist, whose publishing name is Pacific Books. The book is titled STRIPED BASS FISHING IN CALIFORNIA AND OREGON, and was written by Leon Adams, who is somebody important in the Wine Institute. The important thing about Mr. Adams is that he goes fishing every Saturday, and every Saturday he brings home fish. He feels about fishing much the same as Ben Klein who works for the City of San Francisco (not the train). Ben says, "It's very simple. If a man doesn't go fishing every Saturday, he's crazy." At any rate, Adams has written a book to tell other fishermen how to catch striped bass.

The book is authoritative, full of facts, well illustrated, with a foreword by Dr. Alex Calhoun of the California Department of Fish and Game. However, the charm of the book is in the way it is written. Adams, like all true fishermen, has a sense of humor that cannot be restrained, and we encountered it on nearly every page of his book.

"Except for the pleasure of lying about it afterwards, the greatest fun in fishing is in the excitement of anticipation before you ever leave home," he says. Then, further, "That you can't catch fish where there aren't any is so obvious a fact that most fishermen overlook it. This helps, of course, to conserve the bass population."

At the beginning of chapter ten he writes, "Let's face it; except for his tackle, the one thing a fisherman needs oftenest is an alibi. Alibis must be fresh, different for each fishless expedition. They should be lively, as exciting to hear as the fish you didn't catch would have been to see."

In tracking down striped bass, Mr. Adams has also tracked down the striped

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bass fisherman. "The fishermen from San Pablo Point fish at San Quentin Point. Those from San Quentin Point fish at San Pablo Point."

On several occasions we have gone fishing with author Adams on his boat the Fishfinder, and even we have caught striped bass. The humor we found in the book was always on board the boat. Adams' brother, Emil, always accompanies the author on these Saturday excursions. It is standard practice for everyone on the boat to call him Uncle Emil; everyone, that is, except Leon, who calls him brother, dear. Uncle Emil, an excellent fisherman, is not without his own sense of humor. "We caught a Napoleon gull once," he said, "and boy was he ever good!"

Like all scientists who try to prove a theory, Adams sometimes felt discouraged. "At one time," he says, "I felt so disillusioned about tides that I concluded there was only one safe rule left: do not fish on low minus tides on shoals of less than one foot depth; there will be no fish there. There will be no water."

One day when we were fishing with the Adams', Leon had to be put ashore at 4:00 p.m. to attend a dinner in Sacramento. As we pulled away from the dock, he shouted, "Don't catch Gwendolyn." In our innocence we asked, "Who is Gwendolyn?" Uncle Emil answered us, "She is the fish of Leon's dreams. She weighs 125 pounds, and Leon swears that someday he will catch her."

The largest striped bass ever caught in California weighed 65 pounds.

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#### **EXECUTIVE BOARD MEETS**

THE EXECUTIVE BOARD of CLA met June 21, 1953, in the Los Angeles Public Library. Chairmen of sections and committees reported on their programs. Purposes of the Library Development Committee were re-examined. The formulation of a survey resolution, its progress under the Legislative Committee and the State Library, its acceptance by the legislature, its transmission to the Rules Committee and assignment to the Education Committee were reviewed.

It was agreed that all CLA committee activity should be directed toward achievement of the survey and of library standards as presented in Mr. Hamill's report of the workshop on standards. The statement of standards was accepted and will be presented for adoption at the Annual business meeting.

Increased film circuit participation and the conduct of several successful workshops in audio-visual aids were reported. Needed revisions of the CLA constitution are being studied. Gathering of needed data on library building and financing is under way. Cooperative bibliographic projects, a study of regional storage libraries, and a survey of research resources are in progress. The Documents Committee has received an invitation to confer with the State Printer and the Finance Department.

The useful package of publicity aids for California libraries will be brought up to date and again made available. Problems of recruitment, of workshops, of publications, and of CLA finances as reflected in our low dues schedule all received consideration. Section chairmen reported on their activities and planning.

Wide interest of community groups in the reading conference which is to be the CLA annual meeting in the western ALA year was reported.

With regret that she has chosen to resign, and with gratitude for the individuality and quality she maintained in the Association quarterly, the Board bade good-bye to Bertha Marshall as editor of the California Librarian.

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See pages 34 and 35 in the Gaylord Catalog!



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## STANDARDS— Fresh and Home-Grown

BY HAROLD HAMILL

THE LATEST in the stern line of tyrants occupying the editorial chair of the California Librarian has begun his career by taking advantage of my good nature. Ordinarily adept at ducking such assignments, I have meekly let him talk me into taking on the difficult job of trying to describe the highlights and uses of the proposed public library standards, to be officially presented for your approval at Stockton in November. He flatteringly suggests that I might attempt to answer some of your questions in advance, but lacking a reliable crystal ball, perhaps I'd better stick to telling you why and how the proposed standards came about.

I am assuming that you have read the standards themselves and all the accompanying information appearing in *News Notes of California Libraries* for July. I feel strongly that it is almost impossible to be over-informed on the involved and complex subject of library standards. If,

by any chance, over-work or some other lame excuse has kept you from reading every word of that packed July issue of News Notes, you should realize that it is your solemn duty to take this first step immediately.

Since CLA traditionally has never been given to academic exercises, you likely have already surmised that last Spring's quick production of a statement of proposed standards had a very practical and immediate purpose. Ordinarily a professional association spends many months or years evolving, debating, and working out standards. Their far-reaching importance to the library development of a state well warrants such long and careful preparation. CLA has talked about standards for years. Why the big rush all at once? How are these standards going to be used? What does CLA have up its sleeve?

Let me quickly assure you that CLA is keeping no secrets from you, and in fact is counting heavily on your interest and participation. The first and immediate purpose for which these standards were speeded to completion was broadcast from the pages of the California Librarian a year ago. Mrs. Carma Zimerman's article, "Ideas on Library Development," in the September, 1952 issue,

Ed. Note: The sincere interest and hard work on Library Standards plus his comprehensive knowledge of the subject, makes Harold Hamill, Chairman of the CLA Standards Committee, the ideal person to get the ball rolling on the proposed standards. Present at both sessions of the workshop, he did much to insure the democratic and orderly conduct of the discussion.

was an ardent prospectus for an immediate California library program. It was swiftly followed by the ready acceptance at Pasadena of a resolution proposed by the CLA Library Development Committee to petition the 1953 Legislature for "an interim survey of California public library facilities and services."

Armed with this directive, the Legislative Committee put in a hard season's work in Sacramento, alternately heartened and discouraged by the unpredictable ups and downs of the legislative process. Look again at Fred Wemmer's excellent account of their efforts in the California Librarian for last March, which reported

developments to that date.

While the scales wavered in the Legislature according to the latest political development, behind the scenes CLA Committee members were doing all within their power to bring about effective results. After all of the hearings were held and we were assured that complete success was just a matter of form, an eleventh-hour intervention produced the prospect of a survey in a form so altered that its desirability is in serious doubt. CLA officers and the State Librarian at present are investigating several alternative schemes which will probably produce a result more in keeping with our needs; last-minute developments in these plans will be made known at the November Conference. Meanwhile, we believe that the prospects for an adequate survey in the near future are still good.

Those who last winter faced the prospect that the standards might have to be ready by July 1, realized that it would be extremely difficult for the CLA Standards Committee to produce them before that deadline in a defensible form. Their members were scattered all over the state, and neither lengthy correspondence nor a few brief meetings would be sufficient

for the purpose.

It would have been possible, of course, to decide to let the surveyors themselves study the published material on standards, examine practices in other professions and other states, then establish their own set of standards. But experience shows that often this "expert" point of view runs head-on into opposition from the "practical" li-

brarians on the local scene. Or CLA might have adopted outright standards worked out by other groups, such as ALA's Post-War Standards, the standards now in force in New York state, or those recently developed in Maryland or other states. None of these processes offered much prospect of standards

tailored to California's needs.

The problem was solved most happily when the State Librarian and the CLA President put their heads together and came up with full-fledged plans for a Public Library Standards Workshop, to be jointly sponsored by CLA and the State Library, and directed by Dr. Robert D. Leigh. Hopes throughout the state had been high ever since it was known that the State Library's budget carried funds for such workshops. Now that it was assured, a hundred questions had to be decided quickly. When could the workshop meet? Where? How long? How much should it attempt to do? Above all, who should be invited to attend? It has become an axiom that a workshop must be kept to a reasonably small group or little constructive action will result. Yet it was recognized that variety of representation in this heterogeneous state was all-important.

The 43 librarians who met in Sacramento on March 28 came from a wide assortment of libraries, large and small, city and county, metropolitan and rural, wealthy and close to poverty-stricken. Most of them were head librarians or their first assistants, and they tackled the complex problem of library development from the point of view of practical on-thejob administrators. Assuming that the group averaged twelve years library experience each (probably a very low figure) their background represented about 500 years of practical knowledge of libraries and how they operate. The standards which emerged after long debate and compromise may honestly be said to follow the simplest dictionary definition of the word standard: "That which is established by authority, custom, or general

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As might be expected, the greatest initial problem arose in reconciling the views of those whose outlook was colored 2

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by the library needs of remote, sparselysettled areas of the state, and those representing more highly-concentrated centers of population. But the amazing thing was that despite the wide variety of backgrounds which the workshop members brought to their task, they were able during the five days to compromise their differences and produce a set of standards which represented general understanding and mutual consent.

Certain important points on which the group reached a considerable measure of agreement were so basic to the whole fabric of the standards that they deserve

summing-up here:

(1.) The pattern of public library service in California, as in many other states, is extremely uneven, ranging from nonexistence in some areas, through passably mediocre libraries, up to some county and city library systems which represent top examples in the country.

2.\Although taken together, the public libraries of California may rank relatively high among all the states of the Union, too many are by no means meeting even minimum standards of adequacy, and few are living up to the library potential of

such a rich state. (3.) Inasmuch as California can and does support a most outstanding system of public education as well as highly developed public health, recreation, and welfare facilities, state-wide library service can be planned which will meet a much higher standard of coverage and

financing.

(4.) Library service within the state is based too exclusively on local boundaries and independent financial operation, without adequate consideration being given to the potentials of cooperation. Above everything else, with or without legal reorganization, it is essential that small existing libraries make better use of present library resources within the state by combining into fewer systems serving larger segments of population.

(5) In order to justify its existence fully, each library unit within a system must be capable of rendering certain basic services and must reach certain minimums of physical size, personnel, and materials.

The standards which grew out of these

basic areas of agreement represent with few exceptions, I believe, a true concensus of the 43 librarians who composed the Workshop. Their five days of intensive committee work, averaging about twelve hours each day, were followed by a period of quick research studies assigned at the close of the Workshop, and by a two-day meeting in May of a smaller Continuing Committee, from which the standards emerged in their present form.

In reading the proposed standards, or as I hope, re-reading them, in questioning them, discussing them, criticizing them, be sure to keep constantly in mind

these important facts:

First, the standards proposed are minimum-basic. They do not attempt to suggest the more extensive services that some libraries in California are financially equipped to render and now do render in a highly satisfactory way. They represent instead levels of service below which no library should go.

Second, the standards as proposed deal only with quality of service, not with efficiency of operation. This fact must be squarely faced from the beginning, or the standards will bring only disappointment to those who are looking for clean-cut, authoritative statements on the exact number of people required to produce a certain amount of circulation, or the number of hours of janitor service required for a specified floor area.

Third, remember that the standards must be thought of in terms of their application to proposed library systems, not at all necessarily in relation to libraries as they are now organized for service. Failure to recognize this significant difference can be a fatal impediment in our program. Do not attempt to understand the standards without carefully reading and absorbing the introduction, with its stress on the use of modern technology to make library service readily available to all at reasonable cost. Integration of libraries into systems does not necessarily imply a complete governmental reorganization. The same ends may be achieved in many instances by cooperation and coordination.

From here out it is chiefly up to you.

(Continued on Page 51)

### PRO AND CON . . .

## An Informal Symposium on the Proposed "Standards for Public Libraries"

So VITAL are the proposed "Standards for Public Libraries" that *CL* wished to share with you the first general comments and criticisms offered by librarians who were not participants at the stand-

ards workshop.

Do you agree or disagree with these commentaries? Have you other questions, opinions, or conclusions? Discuss them with others and be prepared to argue your points at CLA in November if they are not reconciled before then. Here's what your fellow librarians have said to date on the subject. What do you think?

This document seems to me to be timely, well-conceived, useful and forward looking. An important item is the use of "criterion or test" as an integral in the definition of "standard." A criterion is a qualitative estimate of factors, while a test is mostly a quantitative measurement of those factors. The emphasis is properly on quality. The suggestive phrase "measuring stick" implies the sense to apply desirable recognized qualities to a given situation. All this is good.

Recognition of all resources within the region is prudent; it assures the coordination and cooperation more and more essential in the future. The proposed five-year re-study and revision of the standards is in line with the prevailing good sense of the proj-

ect.

The use of these standards, or even the attempt by any community to use them, will be stimulating and helpful; their application in the proposed survey will probably be a revelation to everybody. The self-examination incident to the development of the statement may prove to be one of its most valuable results.

Inherent in all sections of the report is the supreme consideration that it is the business of all libraries to bring people and books together, come what

may.

The plan of this document, with its introductions, history, comments, and bibliographies, is a great credit to the people who did the work. The library profession is definitely grateful.

> (signed) Willis Kerr, Librarian Emeritus Claremont College

Since these standards are prepared "for the use of public bodies and for the citizen groups generally" as well as for the library profession, I would like to see a briefer statement. For example, could the first three enumerated objectives be stated as one? They seem to say the same thing.

If we set the salary for the beginning Junior Librarian with professional training, should we not also set a date beyond which no librarian can achieve full professional status without full professional training?

I am pleased to see the emphasis being placed on standards by our library leaders in California. It is a significant step toward library development in this state.

(signed) Evelyn B. Detchon, City Librarian Coronado Public Library

Being a firm believer in "larger units of service," the general pattern and

Ed. Note: CL will be very happy to receive further letters of comment. Keep them brief and to the point, please. If warranted, another article of this type will be included in the December issue.

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tone of the material sounds fine to me.

Being connected with a small county library, with no professional people in our branches, it is difficult to picture a situation where each branch would have not only a professional, but also a staff. Would the small and medium size branches continue to exist, or would they give way to larger branches covering larger areas?

On Page 379—In "stock immediately at hand"—would A-V materials be included under "basic materials"?

Earlier in the article microfilm is discussed, but on Page 383 some discussion is given to a 50% retaining policy and to newspaper storage. Would it be wise to mention microfilm at this time to point out how such a broad retaining policy could be carried out. Just what kind of storage is the building standards group taking into account when they suggest their standards?

On Page 379 reference is made to a *limited reference collection*. What is a limited reference collection, and where is it defined or set out?

On Page 386 I note under bookmobiles that no reference is made to a trailer type bookmobile. Being prejudiced on this subject, since we have one here at Solano, I wonder if they are considered impractical, poor purchase risks, or what? Other California libraries are using them too, and evidently with as much success as we have. Also, the cost of trailers is less than half of the least expensive bookmobile.

I don't think you'll find more than a few librarians who will be at odds with the standards as set up. On the other hand, I am sure that you will find many that are at a loss, and will be for some time to come, as to how to go about promoting and setting up these standards in their own units. Surprisingly few of us have the contacts we should have with our boards of supervisors, city councils, or city managers. I only hope that what comes from this work on standards will give us the kind of material that nearly

all librarians can take to their boards, etc., and win their requested changes. As for the larger units of service, it is going to take more than the combined interests of three or four library units to convince their respective boards, etc., that they should be brought together. I think we will have to look to the State Library for leadership in this venture, and I believe we have their agreement on the need.

(signed) Harry M. Rowe, Jr., County Librarian, Solano County Library

First of all, I want to express my general approval of them; frankly, I had anticipated a bit more of the theoretical, University of Chicago approach in them, and less of the practical point of view of public librarianship. All in all, they represent a nice balance between the two, which is as it should be.

It is when we come to "Standards of Personnel" that I find some few points of disagreement, where I believe that some of the minimum specifications are arbitrary, and as such require justification in the form of good, solid reasons for them. Let us take the recommendation for beginning Junior Librarian (see p. 386) and compare it with the working conditions specified on p. 382. First of all, the salary of \$3900 is fine to set up as a standard, it's an excellent "model, or example . . . " for the California area, though not necessarily for other parts of the country, now. So why not set up other working condition standards which are at least somewhat better than existing conditions? Why be satisfied with specifying "not to exceed a 40 hour week" when some librarians elsewhere in the country now enjoy a 38 hour week, and in some rare instances even a 35 hour week. The same for vacations; why not aim for a four-week vacation. which prevails almost universally over these United States as a librarian's prerogative, or at the very least, a (Continued on Page 62)

## ALA Convention As Seen in Retrospect

BY JOHN D. HENDERSON

THE SUBJECT of thought and planning for 18 months, dominating the lives of committee members and chairmen for weeks in advance of its arrival, the 72nd Annual American Library Association Conference has quietly passed into history. In the idea and decision stages perspective was clear and in focus but once the conference was under way the co-chairmen were caught up in a multitude and variety of activities that allowed only a limited time for going to meetings and the amenities of convention attendance. Odds and ends of housekeeping details-getting in touch with people; emergency mimeograph jobs; preparing something for the Daily Reporter; planning for a radio program at the last minute; and a number of unpredictable matters upset a schedule that allowed for more of the receiving end of the conference.

The convention as seen in retrospect by this co-chairman is a kaleidoscopic scramble of impressions: of people coming and going; ceaseless telephone calls; rushing between the Statler and Biltmore Hotels; of meetings and meals and friendly but hurried contacts that might be described in this fashion: At the Statler Hotel elevator had a pleasant word with Gretchen Knief Schenk. At President Downs' Open House enjoyed talking with Dr. and Mrs. Charles Gosnell, New York Public Library. Saw Helen Wessells long enough to thank her for using County Library items in the Library Journal. Met Lucile Nix, Georgia State Librarian, at the Biltmore Hotel entrance;

had time only for a greeting. Saw Sallie Farrell in the Biltmore garage long enough to say "hello" as we were getting our cars. Had only a glimpse of Eleanor Stephens. At the reception shook hands with former Californians John Richards, Frank and Virginia Lundy, Neal Harlow, and John B. Kaiser. At the luncheon program of the Children's Librarians at the Huntington Hotel enjoyed Emerson Greenaway's suggestions on the future of children's service. Had breakfast with David Clift after arranging a radio program for President Downs, Ed Castagna and Flora Ludington; the program heard on the air while driving home the next evening with almost the pride of parenthood. Late in the evening, again while waiting for an elevator, enjoyed an exchange of greetings and convention observations with Dr. Carleton B. Joeckel; we were joined by Mrs. Eleanor Hitt Morgan. In the Biltmore lobby saluted Ralph Ulveling, Roger McDonough, and had a brief word with Susan Smith.

Of greater value than these limited and personal memories is the correspondence and reports that have been received in the wake of the convention. It is gratifying to receive letters from all parts of the country expressing appreciation for the smooth running conference and the hospitality shown the delegates. In all honesty the co-chairmen realize that they are receiving the thanks for the subcommittee chairmen and their members, knowing that it was their work that earned the gratitude of those attending

Ed. Note: John Henderson of Los Angeles County Library fame, served with Harold Hamill, Los Angeles Public Library's chief, as co-chairman of the Local Arrangements Committee for the recent meeting of ALA in Los Angeles. Because of the early deadline of CL it was necessary for them to split their "writing duties." In some democratic procedure familiar to smoke-filled-room devotees, no doubt, Mr. Henderson was selected to record for all Californians this historic meeting of ALA as seen in retrospect. Mr. Hamill, meanwhile was busy conjuring up the thought-provoking article on Library Standards appearing on page 17.

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the conference. The co-chairmen deserve credit only for picking top flight people to serve on the local coordinating committee.

Reports have been received from a large number of staff members—professional and non-professional—who attended the meetings of the conference on library time. One observed: "Mr. John Anson Ford struck the keynote of the whole conference in his fine speech when he said that 'libraries have a special obligation in this day of crisis and challenge."

Many felt themselves fortunate in having the ALA conference here; they expressed pride in being members of the profession and in the ALA itself-witness this comment on a Council meeting: "William S. Dix of the Intellectual Freedom Committee read the resolution on freedom to read which was voted on. A resolution concerning the Overseas Information Libraries was also read and voted on. This meeting and the issues discussed were, I think, of far-reaching importance, and judging by comments in the press and on the radio, others thought so too. I am glad to belong to an organization which takes this stand on democratic issues.

The soft southern accents and the number of foreign librarians attending meetings impressed some people with the significance of the bond of books and book service that holds us together and brings us to these conferences—some from great distances. Others were extremely interested in seeing the prominent and colorful personages that they had been hearing about—such as Erle Stanley Gardner, Frederick Melcher, ALA President Downs, our own Carma Zimmerman, Dr. Frank Baxter of U.S.C., Chet Huntley, and others.

A number attending their first conference were impressed by the scope of ALA activities and those who had part in the local arrangements and planning were struck by the mechanics, timing and scheduling involved in organizing a convention. Many showed satisfaction and pleasure at the press and radio publicity the convention received and felt some pleasure in being identified with such a newsworthy event.

Among the meetings of value for the ideas and suggestions they offered, special menton was made of the Personnel Clinic, sessions of the cataloger groups, meetings of the Buildings Committee, the Bookmobile Workshop, the discussion of the adult education survey, the meeting of the Board on the Acquisition of Library Materials, discussions of documents, the report on the revising of periodical indexes, the American Heritage Project meetings-all offered practical and informing programs. Commenting on the exhibits one report reads: "My attention was drawn to the library equipment, the furnishings in miniature for the modern library, supplies, inks, and methods for lettering, the photostat machine, and the various office machines used in library work. From librarians who visited the exhibits I learned that there were other machines used also . . . " The Los Angèles Public Library IBM equipment was reported by another observer: "I wanted to see the LAPL demonstration of the tabulating room and finally managed to squeeze it in on Friday by dint of going without lunch. It is fun to look at these machines in operation and try to visualize other operations in the realm of routines that they might be capable of doing for us. Getting rid of some of the drudgery work is the surest way to rekindle the fires of inspiration and imagination which often only glow with a desperate determination where they used to find fuel on which to flare. Personally we are for any machine or any procedure that can help in this direction. As libraries get to be big business they have work for big machines."

A meeting of the Board on Acquisition of Library Materials was summarized: "The need was expressed for a national program whereby important research publications out of print, special textbooks, and much wanted classics could be reprinted by a selected group of publishers for libraries at low cost and in some cases on a subscription basis. Apparently little real progress has been made along these lines. While the need in public and university libraries is great enough publishers have not yet seen fit to take up the task with assurance of

either profit or library cooperation."

A report of the meeting of the Resources of American Libraries Abroad Committee follows: "The gist of Mr. Spaulding's highly technical analysis of the proposed expansion of the present LC catalog into an author and subject catalog of American library resources based on the work and recommendations of the committee, is that it is highly desirable but difficult and expensive. It is proposed to accomplish the expansion by editing reports of holdings received from other libraries by the National Union Catalog according to ALA rules and LC classification headings, by retyping the edited card according to the format of LC printed cards and by publication in the same alphabet as LC printed cards in the Quarterly and larger cumulations."

In addition to information and inspiration, one of the great values of any conference is the opportunity it offers for informal contacts with other librarians, meeting old friends, making new ones, the learning of new approaches to common problems, sharing experience. The hospitality center at the Los Angeles Public Library served such a purpose; it was a much appreciated feature for the opportunity it gave the delegates to become acquainted and to meet ALA officers and professional leaders. There were, of course, innumerable informal sessions which proved exceedingly profitable for the personal and professional values they offered. Many reported on the enriched professional experience they gained from these informal occasions, for example: "There are not very many young people's librarians in the country and I believe I met nearly all of those who came to the pre-conference and the conference. From conversation as well as the programs on which many of them appeared I got an over-all of what is being done in work with young adults that I could not have acquired in years of isolation."

It was observed by a good many that the time was too limited to cover all of the meetings of genuine professional interest-a familiar reaction of all conventions. It was pointed out that "mike" training would be a good thing for librarians. Many well prepared papers

were poorly delivered and valuable points were lost because the speaker failed to direct his voice into the microphone with proper modulation and control. It was even suggested that trained speakers read the papers that had been prepared by

The exhibits were well attended and offered rewarding returns to librarians interested in new equipment, in new books, in library furniture, and in publications and services that the vendors have to offer. Particular mention is made of the combined book exhibit. It has been recommended that in the future the exhibits not close in the evenings and on the free afternoon. Many librarians prefer to devote this time to seeing the exhibits and a great many were disappointed that the booths were closed.

The convention pointed up issues that public librarians are concerned with, such as the place of adult education in the service, and the adoption of the 15th edition of Dewey. Speaking of adult education it was observed: "Recommendations made by the study groups on the role librarians will play in adult education were excellent but I still feel that before too much is undertaken we should excel in our own services. The librarian's responsibility is to provide the best library service possible before taking over the role of an adult education leader."

The 15th edition of Dewey was discussed at a session of catalogers and the pros and cons of the proposed reclassification was a subject of lively interest. It was reported thusly: "This meeting was of interest in the light of the many handicaps reclassification has imposed on the work in the branches and at Central in the past two years. It was interesting to learn that only 11 libraries in the country have made any extensive use of the 15th edition of Dewey and those changes were mostly in the new fields of knowledge. Miss Pauline Seeley's long message contained many a warning against adopting this edition. The consensus of the speakers and also the audience who participated seemed to be that the 16th edition coming out in the not

(Continued on Page 56)

#### ALL IN FOUR YEARS:

#### A Report of CLA's Audio-Visual Committee

BY MRS. GENE HUTCHINSON

Over two years have passed since the last report of the CLA Audio-Visual Committee, and during those two years a lot has happened.

That report, written by Dr. Raynard Swank, the first chairman of the new committee told of the work and plans for two film circuits in California.

These plans have been a reality for almost two years and the film circuit

idea is still growing.

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The Northern Film Circuit is made up of seven libraries, Richmond Public, the administrative center, Solano County, Stockton Public, San Jose Public, Coalinga District, Monterey Public and San Francisco Public. Each library subscribed \$500.00 and forty films were purchased. Other films were deposited by industry. The films were divided into seven packages and were retained by each library for six weeks before being sent on to the next circuit library.

Each library was responsible for its own loan policies, some loaned films to groups only, others loaned to groups and individuals, while others made projection equipment available for loan with the

films.

By the end of the first year, the fiftytwo films had been loaned 2,759 times and had been seen by 128,385 people.

The second year, the Northern Circuit had six participating libraries, one dropped, the decision being not its own, but that of the 'powers above.' Twenty-two films were added to the circuit collection with each package now containing ten films. The circuit libraries preferred to select color films of a higher quality which meant fewer films purchased. Sponsored films were dropped from the circuit, leaving the initiative to the individual libraries to obtain industrial films.

During the first six months of this year, January through June, the circuit of sixty-two films were loaned 2,463



Mrs. Gene Hutchinson CLA's A.V. Committee Chm'n

times and were viewed by an audience of 81,853 people.

Monterey County Library plans to join the Circuit next year and there is a possibility of another Bay Area Library subscribing. The preview committee has already screened the films to be considered for next year's purchase and it looks as though films are here to stay in Northern California.

The Southern California Film Circuit began operation in November 1951. Los Angeles Public Library was selected as the administrative center and the subscribing public libraries were Alhambra, South Pasadena, Pasadena, Pomona, San Bernardino, Riverside, Orange, Fullerton, Whittier, Long Beach and Santa Monica. Each library subscribed \$200.00 and with this purchased fifty-one films. Thirty-three

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sponsored films were secured for longterm deposit, making a total collection

of eighty-four.

The films, purchased and sponsored, were divided into twelve packages and were retained by the circuit library for twenty-seven days, from the first of the month through the twenty-seventh.

Here, also, the individual library determined its own loan conditions, some loaning to individuals and groups, with

others loaning to groups only.

By the end of the first year, the eightyfour films had been loaned 4,231 times and had been seen by an audience of

171,355.

The second year, the Southern California Circuit raised the subscription fee to \$300.00 for each of the original twelve libraries. Thirty-four films were purchased and three sponsored films secured bringing the circuit collection to 119 films.

The first eight months of the circuit year (through June 30, 1953) these films circulated 5,607 times and were viewed

by an audience of 293,190.

Next year, the Southern Circuit will add three public libraries, Burbank, Glendale and San Marino. The fee will be increased \$20.00 per library to cover non-film expenses of the Circuit.

Two preview sessions have been held

for next year's purchases.

This seems to be a very dry and statistical report and the circulation and audience figures do not in any way indicate the new complexion these libraries have taken in the eyes of their communi-"Films - in a Public Library!!" Amazing! What's so amazing about it? We've handled ceiling projectors for the sick, braille and talking books for the blind, foreign language, music and drama on discs, newspapers, periodicals and music on microfilm and television sets in the library for special occasions such as the coronation. No, there's nothing so unusual about a film in a library, and certainly not enough to baffle any alert librarian.

Many librarians had never before presented film programs in their communities. In this day of Three D (enough said), sub-standard television films and the average entertainment film, the library now has the rare opportunity to present to its community film programs that are highly selective in the subject matter as well as production qualities. For this reason, the film librarian assumes a new responsibility and must be extremely critical and present only the very best in the 16mm field. By careful planning and good publicity, film programs soon draw capacity crowds. In some Southern California cities, the librarians must schedule two showings in an evening, with both programs filled to standing-room only. Is this not proof that libraries are giving their audiences programs of the kind they want and cannot get elsewhere?

In reality the Audio-Visual Committee should not take credit for the continuing success of the two Film Circuits, for once the groundwork was finished the circuit libraries carried on. Nevertheless, this Committee is still the sponsoring group and continues to look with pride

upon its flourishing offsprings.

However, because of its work on the Film Circuits, the Committee was criticized for devoting all its attention to films. This interest was not premeditated; it just happened. But, to guarantee full coverage to other aural or visual materials, two sub-committees were formed this year.

The Recordings Committee, of which Mrs. Mary Pearson of Long Beach Public Library is the chairman, is slowly but carefully working on a program that will give better information and basic standards for record librarians.

The other sub-committee is concerned with Educational Television and is under the direction of Mr. Harold Hamill, City Librarian, Los Angeles Public Library. This committee hopes to develop plans for library sponsorship of educational television programs, either on individual or group basis.

At the 54th Annual Convention of CLA at Pasadena, a resolution was presented to, and accepted by the Executive Board permitting the Audio-Visual Committee to conduct workshops throughout the state. These workshops were to be financed by the Carnegie

Audio-Visual Research Project at the School of Librarianship, University of California at Berkeley.

The first workshop was held March 6, 1953 at the University of Southern California on the day preceding the Southern District Meeting and was co-sponsored by the Southern District, The School of Librarianship, University of California, the School of Library Science, University of Southern California, and the Audio-Visual Committee. The Chairman of the Audio-Visual Committee was in charge of the workshop and was very ably assisted by the members of the Committee and the two sub-committees in Southern California.

The day's program was divided into two main sections, recordings and films, and these, in turn, divided into two groups, one for those interested or just beginning work in the field and the second for those with experience and thus following a more advanced approach. These divisions were followed through the afternoon, giving all participants two full sessions devoted to their individual interests.

The four workshops that followed were directed by Mr. Irving Lieberman, Audio-Visual Committee Consultant. He was assisted by members of the Committee, the CLA Districts and officers.

On March 13, 1953, the second workshop was held at Stanford University on the day preceding the Golden Gate District meeting.

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The workshop, attended by eighty-one librarians covered many fields of audiovisual materials, television, filmstrips, slides, phonodiscs and tapes and 16mm films. The morning session was devoted to television, the first part of the afternoon session to an introduction to the various media with the past part of the afternoon devoted to major interest clinics.

On Saturday afternoon, May 2, 1953, at the Eureka Junior High School, the third workshop was held preceding the annual CLA Redwood District dinner meeting in the evening. The twenty-eight librarians attending participated in consecutive discussion groups on filmstrips,

slides, 16mm films, recordings and television.

May 21st was the day of the Audio-Visual Institute held in cooperation with the Library Public Relations Council of San Joaquin Valley and the Fresno County Schools at Fresno.

Considered during the morning session was "The Library's Role with Audio-Visual Materials," a panel discussion. The first afternoon session served as an introduction to the fields of filmstrips, slides, 16mm films, recordings, picture collections, maps and bulletin board displays. The second part of the afternoon dealt with educational television. highlighted with a recording of the Governor's Television Conference, December 15-16, 1952.

Throughout all five workshops, Mr. Lieberman requested opinions on the approach that a library school should take in offering instruction in the use of audio-visual materials.

In all cases, the groups recognized the need of audio-visual instruction in the library school curriculum. Most groups recommended the integration of instruction of audio-visual materials into all courses, while some went a step further and recommended additional instruction in a second semester.

In all cases the groups recommended workshops for in-service training and from all meetings came the demand for more printed material on the subject.

So many people worked so hard and so earnestly on the workshops and institute that it seems very small not to list their names for well-earned recognition, but there were so many it is impossible. We can only say "Thanks, for a job well done."

The Committee is starting a new project this year, the publication of a newsletter on recordings, films and television to be distributed to the members of the Committee and the circuit libraries.

And so, through the institute, workshops, cooperative projects, and printed literature initiated and sponsored by the CLA Audio-Visual committee, California's public libraries are achieving real success in the audio-visual field.

# PRESIDENT EISENHOWER'S MESSAGE

## THE WHITE HOUSE WASHINGTON

Dear Dr. Downs:

Thank you for your letter of June fifteenth. I am glad to know of the annual conference of the American Library Association convening this week, and of the spirit of conscientious citizenship ruling its deliberations.

Our librarians serve the precious liberties of our nation: freedom of inquiry, freedom of the spoken and the written word, freedom of exchange of ideas.

Upon these clear principles, democracy depends for its very life, for they are the great sources of knowledge and enlightenment. And knowledge—full, unfettered knowledge of its own heritage, of freedom's enemies, of the whole world of men and ideas—this knowledge is a free people's surest strength.

The converse is just as surely true. A democracy smugly disdainful of new ideas would be a sick democracy. A democracy chronically fearful of new ideas would be a dying democracy.

For all these reasons, we must in these times be intelligently alert not only to the fanatic cunning of Communist conspiracy, but also to the grave dangers in meeting fanaticism with ignorance. For, in order to fight totalitarians who exploit the ways of freedom to serve their own ends, there are some zealots who, with more wrath than wisdom, would adopt a strangely unintelligent course. They would try to defend freedom by denying freedom's friends the opportunity of studying Communism in its entirety, its plausibilities, its falsities, its weaknesses.

But we know that freedom cannot be served by the devices of the tyrant. As it is an ancient truth that freedom cannot be legislated into existence, so it is no less obvious that freedom cannot be censored into existence. And any who act as if freedom's defenses are to be found in suppression and suspicion and fear confess a doctrine that is alien to America.

The libraries of America are and must ever remain the homes of free, inquiring minds. To them our citizens—of all ages and races, of all creeds and political persuasions—must ever be able to turn with clear confidence that there they can freely seek the whole truth, unwarped by fashion and uncompromised by expediency. For in such whole and healthy knowledge alone are to be found and understood those majestic truths of man's nature and destiny that prove, to each succeeding generation, the validity of freedom.

Sincerely,

(signed) Dwight D. Eisenhower

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Ed. Note: Because of its historical significance and because it happened in California, President Eisenhower's message to ALA is reprinted here.

## Steps Toward Intellectual Freedom

IOHN E. SMITH

President Eisenhower's letter of June 24 to ALA, applauded by librarians convening in Los Angeles, appears on Page 28 of this issue of the California Librarian. The President unequivocally supports the principles embodied in the Library Bill of Rights, itself now boldly implemented by the declaration, "The Freedom To Read" formally endorsed by the American Library Association and the American Book Publishers Council.

Despite the ringing clarity of these documents and the courageous spirit of responsibility and concern which they manifest, efforts to censor, label and suppress are apparently increasing in the United States. And the problem of book selection for information libraries abroad has made news for many months, engendering great heat in many quarters, and at one point great confusion in the over-

seas libraries themselves.

Texas grabbed the spotlight from California in its zeal for suppression. An article in Library Journal, July 1953, described an unsuccessful effort in San Antonio to institute book-labeling by a self-appointed committee of local women last May. There was disagreement between the Mayor and the City Manager as to whether Communistic literature should be labeled or burned. Supported by M. M. Harris, editor of the San Antonio Press and President of the Library Board, and by a citizens committee sparked by former Congressman Maury Maverick, as well as the organized libraries of Bexar County, the attempts of the book burners were defeated.

In Texas also legislation was introduced in the House of Representatives to label all books used in schools, colleges and universities, the authors of which were at any time members of any subversive organization as defined by the Department of Justice or the House Committee on Un-American Activities. Maury Maverick, Jr. led successful opposition to this

In a drive against so-called "dirty literature" and "literature of lust," censors have been most effective at state and local levels in having books removed from newsstands. The principal target appears to be the pocket-size books, and the censorious drive ranges from attempts by private groups to get "voluntary" co-operation from distributors to passage of state laws such as that passed in Georgia creating a state literature commission, and a Wisconsin bill which tightens the definition of obscenity.

In the interests of informing ourselves, it would seem wise to make a full study of "The Freedom To Read." Copies are available from ALA and ABPC, which could profitably, I think, be distributed to each member of any library staff, and the statement also seems well worth a staff meeting in larger public,

college and university libraries.

A group of thirty publishers, librarians and interested citizens met at Rye, New York, on May 2 and 3 under the chairmanship of Luther Evans, at that time Librarian of Congress, and the declaration emanating from that meeting represents several broad areas of agreement between librarians and publishers concerning the present problem of censorship.

In the body of the report, these seven "propositions" appear:

"1. It is in the public interest for publishers and librarians to make available the widest diversity of views and expressions, including those which are unorthodox or unpopular with the majority.

"2. Publishers and librarians do not need to endorse every idea or presentation contained in the books they

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Ed. Note: John E. Smith, Chief Librarian, Santa Barbara Public Library and formerly head of acquisitions at UCLA, played an important role in the recent ALA "Joint Conference on Intellectual Freedom" held at Whittier. He is an active member of the CLA Intellectual Freedom committee also.

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make available. It would conflict with the public interest for them to establish their own political, moral or aesthetic views as the sole standard for determining what books should be published or circulated.

"3. It is contrary to the public interest for publishers or librarians to determine the acceptability of a book solely on the basis of the personal history or political affiliations of the

author.

"4. The present laws dealing with obscenity should be vigorously enforced. Beyond that, there is no place in our society for extra-legal efforts to coerce the taste of others, to confine adults to the reading matter deemed suitable for adolescents, or to inhibit the efforts of writers to achieve artistic expression.

"5. It is not in the public interest to force a reader to accept with any book the pre-judgment of a label characterizing the book or author as

subversive or dangerous.

"6. It is the responsibility of publishers and librarians, as guardians of the people's freedom to read, to contest encroachments upon that freedom by individuals or groups seeking to impose their own standards or tastes upon the community at large.

"7. It is the responsibility of publishers and librarians to give full meaning to the freedom to read by providing books that enrich the quality of thought and expression. By the exercise of this affirmative responsibility, bookmen can demonstrate that the answer to a bad book is a good one, the answer to a bad

idea is a good one."

The propositions above, it will be said, may all be acceptable for libraries in the United States, but does it make any sense to have controversial and Communistic books in our overseas libraries? The American Library Association has long been represented on advisory and consultant groups established to assist in the guidance of the International Information Administration of the State Department. In a resolution presented by the American Library Association's Board

on International Relations, adopted unanimously by ALA Council on June 25, this statement appears:

"A decade of world-wide experience makes it clear that integrity and effectiveness require four things:

"1. The overseas libraries must express in themselves and in their services the ideas of freedom for which they speak.

"2. They must provide a service of uncompromising integrity. Their usefulness to the United States rests on the assurance of their users that they are places in which to learn the truth.

"3. The Information Administration must be free to use in its libraries whatsoever books its responsible professional judgment determines are necessary or useful to the provision of such a service. To deny itself the tools it needs to serve the United States for irrelevant reasons of the past associations of authors and in fear of domestic criticism is indefensible.

"4. Though no one could justify or would seek to justify the use of overseas libraries to disseminate material harmful to the United States, it is unworkable to abandon the simple criterion of whether a book is useful to the purpose of the libraries and to substitute elaborate, irrelevant, and offensive schemes of 'clearance' of

authors."

The pre-convention Institute of Intellectual Freedom held on June 20-21 at Whittier College was the second such annual conference. In evaluating the first conference in New York in 1952, several librarians felt that it is time to get "down to cases" on book selection criteria as they relate to intellectual freedom. The Committee on Intellectual Freedom therefore welcomed the suggestion of a conference jointly sponsored by ALA's Committee on Book Acquisitions and the Board on Acquisition of Library Materials, to be devoted to "Book Selection in Defense of Liberty."

Chaired by John M. Cory of the New York Public Library, the conference heard seven major addresses, exploring first the areas of controversy (science, morality

and politics) and secondly, the responsibility of choice (from the varied viewpoints of school administrator, publisher, literary critic, and librarian) with a discussion period after each of the two major subjects. Contrary to the 1952 conference in which the entire audience participated in discussion, the audience was given the opportunity this year to join one of four groups for the discussion period: college and university libraries, large public libraries, small public libraries and school libraries, allowing for smaller groups and greater individual participation, and allowing discussion of the implications of the addresses to given types of libraries.

Mr. Louis Ridenour, Vice-President, International Telemeter Corporation started the series of addresses with the topic, "Science and Psuedo Science." He denied that there can be any valid controversy of any duration in science, because questions which cannot be answered are by definition outside of the scope of science. Psuedo-science thrives because of "scientific illiteracy," which may be cured only by education, Libraries should therefore purchase books about science, so that the average citizen can be better informed. Scientific works should also be purchased, the classic volumes in all scientific fields and specialized material as needed by a particular library's users. Works of a psuedo-scientific nature should be purchased, if the budget permits, but should be shelved separately, he said. Mr. Ridenour recommended the reviews in the Scientific American.

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Mr. Eric Larrabee, associate editor of Harpers, discussed the attitudes to be found in the Gathings Committee report on obscene literature and its implications to the paper-bound book trade. Many of the measures of a state and local censorship nature described earlier in this article have been encouraged by the Gathings investigation, according to Mr. Larrabee. Books which escaped criticism when published in hard covers have come under censorious attack in the paper bound editions, which would suggest that the mass distribution of books itself may be basically the cause of fear in some quarters. Mr. Larrabee concluded by expressing some concern that the sadistic tendency in some literature these days may be less healthy than frankly portrayed.

Closing the series of talks on "areas of controversy," Mr. Harold J. Lasswell, professor of law at Yale, compared the Soviet attempt to indoctrinate masses of people with the tradition of freedom in the western world. He pointed up the imperfections of both methods, criticized those in the United States who would imitate the Soviet fear of free dissemination of ideas, and called for the formation of "Councils of National Security" to study eastern and western worlds to gain knowledge of ourselves, the Soviet world, and "peoples in between."

On the following day, four addresses centered on "the responsibility of choice." Virgil M. Rogers, Battle Creek's famed Superintendent of Schools, saw similarities in the problems faced by school administrators and librarians, and he exhorted the group to have faith, courage, humility, and vision to maintain an atmosphere in which free minds can develop.

Douglas . M. Black, President of Doubleday and President of the American Book Publisher's Council, revealed how his company had resisted pressures against publishing three books in controversial areas: Velikovsky's Worlds in Collision, Edmund Wilson's Memoirs of Hecate County, and the Earl Jowitt's Strange Case of Alger Hiss. In the Velikovsky affair, Mr. Black pointed up the fact that the pressures against publication came frequently from those academic and scientific sources which have been most articulate about their own freedoms. He repeated Mr. Rogers' plea for courage and humility on the part of publishers and librarians, pointing out that freedom of communication is a necessity in a democratic society. He predicted that tensions and pressures will grow worse.

Paul Jordan-Smith, literary critic of the Los Angeles Times, told the audience that newspapers do respond to individual and group pressures to the degree that some areas of book reviewing, such as religion, are not touched by the reviewer.

(Continued on Page 57)

## As I See It

Following such a lineage of illustrious editors would, for me, be an undeserved honor at any time. But to take over the reins when California library service is asserting itself with new vigor as a dynamic force in the life of Californians is more than an unexpected and unearned privilege. A new era of library service is dawning, and I accept with deepest humility the task of guiding the destiny of the publication ordained to be its expositor.

Guideposts marking the birth of the new era are all about us: new Standards for Public Libraries, state-wide library service surveys, and regional cooperation. These are pioneering projects viewed now in simple outline. Years of consecrated thought, planning, and work lie

before those who wish to see them completed.

Through all this the *California Librarian* has a definite purpose and assignment. It must: (1) Report the objectives, plans and achievements of the California Library Association, (2) note the significant events and accomplishments of California libraries and librarians, and (3) print worthwhile material concerning closely allied fields, particularly in the realm of literature. At all times the *California Librarian* will continue striving to chronicle these matters in readable form, worthy of your attention.

To be successful the California Librarian must have your endorsement and cooperation. This is your magazine! But I am not clairvoyant. It is your pen which must inscribe these pages. If you have contributed before, you are again welcome. A very special invitation goes to those whose ideas or library attainments have yet to be seen in print. Your vitality, freshness and warmth are necessary if these pages are to sparkle with new ideas, accomplishments and challenges.

As I see it, the milestones lying ahead of us are pioneering projects. They reflect in no small degree the energy currently running through the veins of California librarianship. The trail of the past is clearly delineated by innumerable achievements; we, in our turn,

dare not fail to accept the challenge of the future.

Clearly visible as the first test of our creative and organizational ability is the adoption and implementation of state-wide public library standards. I shall not repeat here the steps which have already been taken in this direction. Every librarian worthy of the title should read carefully the articles on standards appearing in this issue and the complete story and text of the proposed standards in the July issue of News Notes of California Libraries.

These standards represent the thinking of your fellow librarians on long range planning for California libraries. It is not now, nor ever will be, a perfect document. Constructive criticism is needed now. Some of your friends have already registered their reactions in this issue of CL. Your comments, opinions, criticisms, and proposals, along with the action taken by CLA at its meeting in November will be recorded

within these pages in the December issue.

Nearly every profession has adopted certain standards. Some are easily attained; others are only ideals used as celestial guideposts to indicate general position and direction. The proposed library standards, as I see them, are some place in between. Inasmuch as they are "minimum

basic standards," many libraries have already gone beyond them in one or more areas. Yet, because they seek to establish for every citizen equal rights to improved library service far beyond the present ability of some libraries to give, they are markers for charting the future.

Based on the assumption that through cooperation, not political aggrandizement or subservience, libraries can logically form larger units of service, the standards rest on the firm ground of library history in this state. Regional cooperation has been tried and proven successful in projects varying in scope from bibliographical compilations to bi-county consolidation.

A second concept, woven throughout the standards is that of dividing the people that libraries serve into three, rather than the traditional two, groups: Children, young adults, and adults. Equal emphasis on each of these means that the hitherto neglected (in most library systems, at least) young person is to be given the benefits of specially trained librarians, as well as pertinent collections.

Controversial though it may first seem to be, the establishment of a basic unit of library service, below which library service is deemed inadequate, is an important step. It embodies the guarantee of adequate library service for everyone and is an inherent tenet in the philosophy

expressed by the proposed standards.

Finally, the standards workshop was wise to abandon as criteria for library evaluation the controversial and unrealistic ratios, statistical comparisons, and standards heretofore universally used. The fallacy of comparing circulation figures and similar bits of statistical trivia has long been known and lamented by conscientious librarians. Deletion of these gimmicks from the proposed standards should go a long way in making them acceptable and understandable to public administrators and librarians alike.

The decision to adopt these standards must be made by you. As criteria for defining a library program in terms of basic adequacy, they will govern the pattern of public library growth in this state following their ratification. Along with the results of a state-wide survey of library services, these standards will ultimately enable the Library Development Committee to establish a step-by-step program of library expansion which will guarantee uniform and logical planning.

The librarians participating in the workshop have submitted for our consideration and possible approval a set of standards. Though imperfect, perhaps, in some of their details, they represent the consensus and point toward vastly improved public library service. It is our direct responsibility to understand the proposed standards. Concerted action must necessarily follow to assure their adoption. Study the proposed standards now, discuss them with other librarians, particularly those who attended the workshop, and review the future of your own library in the light of these new ideas. Then be prepared to act on them at CLA in November. Together we can take this historic step across the threshold into a new era.

Raymond M. Holt

#### A MAN IS BOOK'S BEST FRIEND

BY VI HAAPANEN

They say that friends are found in books . . .

So...here and there about the house

Where one has crawled from out the

We find friend louse.



Or search for Tom and find the bounder Compacted flatter than a flounder, Preserved securely for the ages Between the pages.

And since our friends reside in books,

The books turn up in wayward nooks.

And only after firm persuasion.

Rise to the occasion,

Wending way, as they are able,

To rest upon the bedside table.





ILLUSTRATED BY JUNE ALDEN

Friends found in books are best, they say.

My empty shelves would disagree—

It's such a blasted nuisance

To feed the menagerie!

## Does CLA Need a Personnel Committee?

BY ROBERTA BOWLER

IN RECENT months the California Library Association has been taking long and serious looks at its organization and standards. Committee work is being evaluated and vitalized. The Public Library Standards Workshop and its Continuing Committee have produced a document on standards of service which will be the basis of much discussion at the annual conference. Now the question has been asked: Are there standards for personnel service to be provided by a state organization for its membership? Should CLA have a Personnel Committee corresponding to the ALA Board on Personnel Administration?

CLA has a Library Standards Committee, which, over a period of many years, has dealt with personnel matters, such as certification, position classification, salaries, and definition of duties, as well as with standards of service. CLA has the Code of Ethics for California Librarians accepted at the 1937 Conference, and the Code of Practice accepted in 1938. It does not have a committee or board charged with interpreting or applying these codes.

ALA has such a board with a parttime Executive Assistant at ALA Headquarters who directs and coordinates the work of the Board and its subcommittees. She also receives questions and requests for advice and counsel from libraries, librarians, staff members, trustees, and government officials on all kinds of personnel problems.

The importance of personnel administration and personnel planning has long been emphasized by activities of the ALA. In the 1920's and early 1930's a specific area of personnel was assigned to an individual ALA committee. Gradually the Committee on Salaries, set up in 1922, was given by the ALA Council functions in other areas of personnel. In 1936 the ALA Executive Board created a committee to take over the functions of the Committee on Salaries, Employment, and Schemes of Library Service and the Committee on Civil Service Relations, and also to perform other personnel functions. It was made a board by the ALA Council and named the Board on Salaries, Staff, and Tenure in 1937. By vote of the Council in 1944 the Board's name was changed to its present title, Board on Personnel Administration. Five members are appointed by the Executive Board for fiveyear terms, one member being appointed annually. The chairman is elected by the Board members annually. The duties of the Board are:

1. To promote efficient personnel administration in all types of libraries by assembling, analyzing, and studying data; formulating procedures, standards, and recommendations; testing through discussion and field experimentation.

2. To publicize, publish, or otherwise make a vailable information pertinent to the subjects listed below. To sponsor and/or direct special studies on such subjects.

 To maintain close working relationships with allied agencies and interested professional groups and committees.

4. To encourage libraries to set up classification plans: (a) By preparing classification plans for all types and sizes of libraries which will serve as a pattern for the country as a whole and as a guide to individual libraries; (b) By furnishing advice and suggesting methods of procedure to

Ed. Note: Roberta Bowler, Assistant Librarian, Los Angeles Public Library, is well qualified through her years of work as a member of the ALA Board on Personnel Administration to discuss the timely question of whether or not CLA needs a similar committee. CL is anxious to have your opinions, too!

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individual libraries; (c) By keeping the profession informed of the various

uses of classification plans.

5. To advocate the adoption of fair and adequate salary standards:
(a) By collecting, studying, and making available data on salaries being paid, salary schedules, and conditions affecting salary schedules; (b) By comparing library salaries with those of other professions and groups having duties of equal weight and responsibility, particularly those requiring comparable academic and professional qualifications; (c) By preparing and recommending salary schedules applicable to different types and sizes of libraries.

6. To promote the welfare of library personnel: (a) By preparing and recommending satisfactory personnel procedures of selection, promotion, separation from service, rating and other conditions of employment and working conditions; (b) By encouraging satisfactory staff relationships through employee organizations, credit unions, and other

means of staff betterment.

7. To assemble information and make recommendations relative to guarding security of tenure in professional library positions: (a) By setting up principles of tenure and a code of practice for handling investigations: (b) By considering and undertaking tenure investigations, when, in the opinion of the board, the situation merits investigation under the principles involved.

8. To consider and report on other problems of personnel management:
(a) By investigating and reporting upon problems of civil service relations and merit systems and advising librarians and library boards relative thereto; (b) By surveying and reporting upon the conditions affecting

employment.

 To assume and exercise responsibility for all other library personnel problems not otherwise specifically assigned to other boards and committees.

The Board is guided in questions of

tenure by Tenure in Libraries: a Statement of Principles of Intellectual Freedom and Tenure for Librarians, adopted by the ALA Council June 21, 1946, and reprinted in the November 1946 number of the ALA Bulletin. A similar statement of principles of tenure for non-professional library employees was adopted by Council July 4, 1947. These documents state and interpret approved standards of tenure and recommend that they be accepted and become part of the procedure of all library appointments. It is specifically stated in both documents that these principles of tenure do not apply when a staff member's resignation has been accepted even though such resignation is for the purpose of avoiding dismissal.

For further guidance the Board follows a statement of policy and procedure which it adopted in July 1949. Part of this

statement is quoted below:

"The Board on Personnel Administration of the American Library Association is charged by the Council of the American Library Association with the responsibility of undertaking tenure investigations when, in the board's opinion, a situation merits such action in order to further the application of fair principles of tenure in libraries...

"The Board on Personnel Administration ordinarily undertakes tenure investigations only in situations involving members of the American Library Association . . . It acts only when requested to do so by:

(1) The person or persons claim-

ing unfair treatment; or

(2) The chief librarian or authorized spokesman for the governing body of the library involved; or

(3) Other individuals directly affected by the tenure practices of the

library in question.

"A decision to investigate any given situation implies no pre-supposition that the administration is at fault . . .

"The board claims no legal right to elicit information from any participant in a controversy involving

(Continued on Page 58)

## WHAT'S GOING ON HERE!

BY FREDERICK A. WEMMER

Ida M. Reagan, after fifty years of library work, retired as Librarian of the Oroville Public Library on May 1. Miss Reagan's library career was as varied as it was long; she began her work in the Oroville Library Association, went from there to the State Library, and thence to the San Mateo Public Library. She then went to the Madera County Library and in 1914 returned to Oroville to organize the Butte County Library which she administered for a short time before moving to Eureka where she organized the Humboldt County Library. There she remained for fourteen years and returned to Butte County in 1929. In 1947 Miss Reagan retired as Butte County Librarian, only to undertake duties as Librarian of the Oroville Public Library. This time Miss Reagan says she thinks the retirement will last-she wants to get on with the reading she says she hasn't had time for. But we're inclined to think she found time for reading-we've known Miss Reagan for a fair number of years and we're convinced she can find time for anything-time and energy. If you know anyone with a fifth her experience and half her vitality we've got a job open . . .

Zella Wilkin succeeds Miss Reagan as Librarian of the Oroville Public Library.

Edna D. Davis retired as Librarian of the Humboldt County Library on June 1, just in time to miss the headache of a \$100,000 fire which virtually wiped out the Humboldt County Library. The library will be glad to accept book donations if you have any. Howard Rowe, formerly Librarian of Santa Barbara County, takes over as the new Humboldt County Librarian on August 1.

The San Francisco Public Library reports that the City Planning Commission has outlined a ten-year master plan for the devel-opment of the central library and new branch libraries. When the plan is achieved it should bring most San Franciscans within one mile of a branch library. Ground will be broken for the new Marina Branch in

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San Francisco has also been the recipient of another major gift-donated by the artist Joseph Paget-Fredericks. He has presented an art and book collection of children's books and toys covering the past 200 years. As a memorial to the artist's mother this will be known as the Constance Paget-Frederick's Collection. The collection will also include manuscripts, books, and art objects

pertaining to early days in San Francisco.

Thomas Miller has joined the San Francisco Public Library as Head of Personnel; Miss Betty Rethmeyer is the new Head Librarian, Circulation Department following the retirement of Mrs. Marion Kasling after

thirty-three years service.

Monrovia Public Library is the recipient of a \$50,000 bequest from the estate of Frederick Parson Alvord, a resident of Monrovia for forty years. The new Librarian of the Monrovia Public Library is Lester J. Bergslein who was formerly with the Sacramento County Schools Library and Textbook Department.

Another record for long service is that of Miss Laura C. Cooley, former Senior Librarian in the History Department of the Los Angeles Public Library, who retired on March 1 after forty-eight years in that

library.

Thelma Reid resigned as a Field Representative in the State Library in July to become Director of San Diego City Schools Libraries. During the time Miss Reid was Field Representative she played a large part in the establishment and organization of county libraries in Sonoma, Shasta, Mono, and El Dorado counties.

Mr. Charles Atkins, formerly in the Reference Department of the State Library, resigned in April to become Assistant County Librarian, Sacramento County Library.

Kern County Library reports the formation of the Kern County Library Associates, a friends of the library group. An organizational meeting was held on May 19 with Richard Armour as guest speaker. With a start like that the KCFL should look to a good future.

Bookmobiles continue to turn up here and there—at least three can be accounted for in Tulare County, San Mateo County,

and Santa Clara County.

Pasadena Public Library has branch library plans too-three new branch libraries will bring all residents of the city within 1.6 miles of a library outlet. This is slightly more than San Francisco's proposed 1 mile we don't know whether there's any significance in this but it would probably be good for a PhD thesis. For the benefit of its patrons Pasadena has also installed coin typewriters.

Howard Samuelson of the staff of the Fresno County Library becomes Librarian

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of the Salinas Public Library on August 10.

Mrs. Kathleen B. Larson, Librarian of the San Mateo Public Library, retires on September 1. She will be succeeded by Mrs. Pauline Coleman of that library staff.

Inyo County Library opened a new, modern library building at Bishop on June 5.

Coalinga Library District is working on plans for a new \$150,000 library building to be erected on the site of the present library building.

Ed Castagna of Long Beach Public Library reports that four branch buildings, totaling \$400,000, were approved recently four to one. The funds to be used for construction will be from oil money rather than from taxes. This is the first application of tidelands money to be used for library construction. The four branches to be built will range from 5,000 to 6,000 square feet, with a book capacity of some 25,000 volumes. Each will have an auditorium, work room, staff room, and a parking area. They will be functional modern in design, with a large reading room similar to the two most recently built branch buildings.

From Los Angeles comes word that the Los Angeles Public Library's new budget totals \$3,043,885. Harold Hamill stated that this will allow expansion of the system in three ways. One is the addition of a small sub-branch in a rented building in the Sun Valley area. Another is the expansion of the Sherman Oaks sub-branch to full branch status, and the third is the moving of the La Cienega Branch to a new and larger building south of the present location so as to serve the Baldwin Hills section.

Mrs. Ellen Underwood, formerly of the Huston Public Library, has become assistant in the young adult department of the Kern County Library, according to Eleanor N. Wilson, the librarian. Miss Wilson also says that Kern County was one of the several west coast libraries selected by Miss Christina Theodore van Ryswyk de Jong of the Netherlands for study during her tour of the country on a Fullbright scholarship. Intending to stay only two days, she found the famed Kern County Library so helpful that she stayed a week.

At the recent ALA convention in Los Angeles, Mrs. Margaret Van Dussen was presented the John Cotton Dana award for Fresno County Library's newspaper and radio coverage. A scrapbook submitted by the Library showed a cross section of the Library's publicity program, including the 1953 California Library Week campaign. More than 95 libraries, representing 43

states, Hawaii, Puerto Rico and Canada, were entered in the contest. This was a repeat for Fresno County Library, their having also won the award in 1950.

San Diego Public Library has claimed the services of Charlotte Speik, recently returned from a year of overseas duty in Germany with the Army Special Services Division. Miss Speik will be the new Head of Art and Music Department, according to Clara Breed. By the way, the new San Diego Public Library is well on the road to completion and well worth a visit.

On April 19, the Alameda Public Library celebrated its Golden Anniversary of the dedication of the Main Library. Actors from the Alameda Little Theater portrayed the original dedication, **Theodora Larsen** announced.

In Pomona Mr. Arthur M. Dole ended 47 years of faithful and valuable service to the Public Library.

Coit Coolidge has been appointed chairman of the Citizens' Advisory Committee of the Bay Area Educational Television Association, it was announced in Richmond recently. This is a committee of fifty representative citizens designed to meet quarterly to advise the Board of Directors of the Association On Policy for the educational TV programs planned for Channel 9.

Annette Corbiere, formerly a youth librarian at the Detroit Public Library, is the new Young People's Librarian at the Fresno County Library.

We will appreciate news from all public libraries, large, small, medium, good or bad, for this column. Staff changes, buildings, fires, floods, earthquakes, droughts, good fortune as well as disasters—all grist to the mill. Send all items to F. A. Wemmer, Sacramento County Library, 914 7th Street, Sacramento.

To support the budget requests of Siskiyou County Library, a Friends of the Siskiyou County Library has been organized and has published a leaflet of facts about the library's service.

Henry Madden will go to Vienna on a Fulbright award, probably in September. He wrote, "I have received a Fulbright award to lecture in librarianship at the University of Vienna and the Austrian National Library during the coming academic year."

## DOLLS FOR LAURA INGALLS WILDER

BY HELEN HANCOCK

AWARE OF the incomparable gift she has bestowed upon boys and girls everywhere through her rich stories of American pioneer life, the children's librarians of California decided at Pasadena in the fall of 1952 to present Mrs. Wilder with an appropriate gift. Growing out of the resolution adopted by the Section for Work with Boys and Girls the gift took the form of a set of dolls representing the important characters in Mrs. Wilder's Little House stories.

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a r. nt birthday, February 7, 1953, the dolls will subsequently be displayed in the Laura

Presented to the author on her 86th

Ingalls Wilder Library in Mansville, Missouri.

This set of dolls were duplicates of the original set owned by the Pomona Public Library and seen by Mrs. Wilder when they were loaned to the Mansfield Library for its dedication. They are seven in number: Pa and Ma; then the girls Mary, Laura, and Carrie, with Grace as a baby resting in Ma's arms, and finally two depictions of Almanzo—one as the farmer boy, and the other as a young man.

The dolls were created by B. Brooks of Pomona who began making the first of her 20,000 dolls some thirty years ago when interest in the west dictated the choice of pioneer and Indian subjects for her first dolls for children. Since

(Continued on Page 59)

Ed. Note: Mrs. Helen Hancock was chairman of the special committee of the Boys and Girls Section charged with making a suitable gift to Mrs. Wilder. She is a children's librarian in the Los Angeles Public Library's branch system.



The Wilder Dolls

## RESOURCES UNLIMITED:

#### SPECIAL COLLECTIONS AT UCLA

BY LAWRENCE CLARK POWELI

THE DEPARTMENT of Special Collections in the UCLA Library is three years old. In the preface to the papers given at its dedication and published as Rare Books and Research, I traced the department's origin to an idea jotted down years before in a ten-cent notebook, along with other thoughts, practical and otherwise, of what might be done if one had the opportunity. The Library needed a central place where unusual research materials could be at once preserved and used. The present quarters are not ideal, nor do I suppose they ever will be, on a campus with so many simultaneous urgent needs. Space, funds, staff are not at optimum, but there is some of each and more in prospect; and so the past three years have been expansive, exciting and fruitful. Of all the sights to see in the UCLA Library, Special Collections has become a visitor's favorite.

It is no "treasure room," where people peer at the books under glass or touch them with timid hands. I trust we have no locks of poets' hair, although our Franz Werfel collection does properly include a death-mask of the Austrian writer. We try to avoid the extremes of idealizing the book as artifact or of seeing it as another statistical unit.

Rare books are only one kind of research material housed in Special Collections. Equally important are manuscripts, maps, business papers, Orientalia, University archives, author and subject collections (for example, Werfel, Schnitzler, Spinoza, local bookselling, historical booksellers' catalogs, Californiana), historical newspapers, pamphlet collections, musical scores, phonograph records, sound recordings. And inseparable from the

special materials are the special services of the Department—the photographic laboratory, preparation of exhibitions, rare book bindery and restoration shop, and rare book or manuscript evaluation service. SE

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Neal Harlow was the first head of the department, succeeded by Andrew Horn, who in turn was followed two years ago by his assistant, Wilbur Jordan Smith, graduate of Pomona College and the University of Virginia, the LAPL Library School, and booksellers' row. He is assisted by a staff of five, who are able to swap assignments, without slowing to shift gears. Only the exceptional library school graduate is useful here. Ability to perform well in this complex acquisition, processing and service field, is mostly native. The chief contribution of library school education to people working here is, as I see it, to give the person some knowledge of library history and of intralibrary relationships. Special Collections is not allowed to be a vacuum at the heart of the whirlwind. It is constantly exposed to the prevailing campus weather of study and research.

We have never been secretive about what we collect, believing that widely disseminated knowledge of what we do will only help us do it better. This has proved true, as author and subject collections have proliferated, the announced acquisition of one bringing in two more, ad infinitum, we hope.

At an Institute on the Handling of Special Materials, held at UCLA two years ago, I spoke of what I regard as our regional as well as campus responsibility, to conserve the cultural materials of Southern California and to use them in the service of scholarship on whatever campus it may flourish.

Our collection of Southern California imprints illustrates this credo. Several years ago we undertook what, to the best from anywhere.

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of my knowledge, no other library had done: to collect everything printed in Southern California, regardless of its subject, content, format, or importance; and to keep it in chronological order, so that the student can readily study the evolution of culture south of Tehachapi. We now have about 5000 items in this potpourri, with the strength from 1900 to 1925.

We count on the Huntington Library for complete coverage of the scarce and costly 19th century Southern California imprints. Likewise would we have the region depend on UCLA for the later material, most of which is not intrinsically important enough for any library to collect and preserve except in bulk. Items in this imprints collection are available on loan, and the collection as a whole may be consulted by any responsible student

We have found that such an omnium gatherum has multiple uses. As I have said, it illustrates the rise and fall of those cultural manifestations peculiar to Southern California: health resorts, railroad competition, racial discrimination, real estate, oil, aircraft, religious cults and fads of all sorts, movies, architecture, regional planning, highway development, etc. The history of printing in Southern California is already being studied from this collection. The books, pamphlets, brochures, leaflets, and broadsides are also a good source for biographical information and portraits of obscure Southern Californians.

We hope that our neighboring librarians will divert to us Southern California imprints in which they have neither separate nor bulk interest. Small lots of such material are merely depressing; in the quantity already at UCLA they become impressive and useful. We will pay the

freight.

Of the many local author collections we have completed or in formation (such as Irving Stone, Paul Wellman, Jim Tully, H. L. Davis) I will enlarge upon only one, again in the hope that our neighboring colleagues will help augment it. This is meant to be a complete collection of everything in printed and manuscript form, by and about, Will Levington Comfort,

the American journalist, novelist, essayist, story-writer, and inspirational teacher, who came to Southern California from his native Michigan in the 'teens and died at

Los Angeles in 1932.

I had known of him for years, his popular successes such as She Buildeth Her House, Red Fleece, and Midstream, having been shelved in my parents' library when I was a boy. It was not until I read his penultimate novel Apache (1931), however, that I became impressed by Comfort as a literary figure. The Library had only half a dozen of his twenty books, all of them worn from circulation; and so the project took off at zero. Not quite zero. A search of the imprints collection revealed two rare serial items.

I was fortunate in my initial contact, with Comfort's only direct survivor, his daughter, Jane Levington Comfort, who had preserved much of her father's literary remains. Another large lot disappeared with the death of his son, John. Miss Comfort was sympathetic to our desire to assemble material for a biography of her father and generously donated everything to us. Announcements of the project in Westways and the Daily News have brought in more material, including several reminiscences of Comfort written especially for the project. Greatly needed as a key item is a set of Comfort's own periodical called The Glass Hive which appeared monthly during the years 1927-32.

A large library is a place of large tolerance. Chet Huntley spoke imaginatively of the nocturnal conversations among books in the stacks, and of how Karl Marx's once dominant voice is losing its over-riding stridency. I like to think of the stimulation brought about by the introduction of a modern author's works into a collection beginning with Homer and Aristotle. Eisenhower's Crusade in Europe and Stevenson's Collected Speeches will not shelve together, but I am sure that each will hear the other in the nightly conversation that goes on from level to level. And what a babel must arise from the Southern California imprints collection, inaudible however to those without the secret ear recently developed in a Caltech laboratory.

## TELLING THE LIBRARY STORY

BY HOWARD SAMUELSON

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Does your Library have a welcome book-

Properly planned, such a booklet or handbook of library information can be tremendously effective as a goodwill builder and public relations device.

The purpose of most know-your-library booklets is three-fold:

First, to help patrons to use the library effectively.

Second, to publicize lesser known but valuable library materials and services.

Third, to serve as a give-away promotion piece for distribution to non-users of the library.

Most library welcome booklets are simple folded-type publications, although some are more elaborate booklets running to 20 or 24 pages. The most popular size seems to be a booklet or folder that slips into a pocket—measuring approximately 4 x 6 or 3½ x 6½ inches. The booklets enumerate important library services, list rules and regulations, and give helpful suggestions about how to use the library.

Titles of the handbooks show a wide range. Enoch Pratt says simply "Know Your Library," while New York exclaims, "It's Your Library!" Queens Borough Public Library urges: "See For Yourself!" Other titles: "How to Use the Minneapolis Public Library," "Introducing the Chicago Public Library," "Doorway to Good Reading" (Los Angeles), "Welcome to Your Library" (Knoxville, Tenn.), "Information For Borrowers" (Newark, N.J.), and "Information at Your Fingertips" (Muncie, Ind.).

Some libraries have induced civic organizations to pay for leaflets publicizing services of the library. In Chattanooga, the library committee of the League of Women Voters financed an attractive and professional-looking folder describing the services of the public library. The Public Library Executives' Association of Southern California, a group of librarians and library trustees, published in recent years an attractively designed folder inviting citizens to make use of libraries. The booklet, which outlines materials and services offered by public libraries, is called "YOU . . . and Your Library."

called "YOU... and Your Library."
The Syracuse, N. Y., Public Library and the Kalamazoo, Mich., Public Library have used a picture of a library card on the front of their welcome handbooks. The Syracuse booklet is captioned "Your Admission to a Richer... More Enjoyable Life," while the Kalamazoo folder is titled "A Little Card... That Can Do a Big Job for You."

Larger welcome books—measuring approximately 5½ x 8 inches—have been published by libraries in Grand Rapids, Mich., Long Beach, Calif., and Muncie, Ind. Attractive, well-illustrated, and colorful, these library promotion books are printed on slick paper and do a real selling job.

State libraries, including the Illinois and California libraries, and a number of county libraries have also published handbooks of information.

The welcome booklets or leaflets can be handed to new borrowers or distributed at meetings of clubs and organizations to introduce the non-user to the library. They don't cost wads of money, but they do a whale of a public relations job and seem to reap results far out of proportion to their cost.

(A loan packet of welcome booklets published by libraries in recent years can be obtained by sending 17 cents in stamps to the author of this column.)

TRY THIS PUBLICITY TIP . . . As a public relations project, the Racine (Wis.) Public Library sends out a

Ed. Note: In response to many requests CL is inaugurating a clearing house for library publicity and public relations ideas under the title "Telling the Library Story." Especially wanted are new ideas for promoting the library and its services. All communications should be addressed to the editor of this column, Mr. Howard Samuelson, City Librarian, Salinas Public Library, Salinas, California.

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monthly "Servicemen's News-letter." The mimeographed news sheet keeps servicemen informed about things happening at home and wins goodwill for the library . . Display advertisements featuring services of the Yakima Valley (Washington) Regional Library are being used from time to time in the Yakima Sunday Herald. The ads have spotlighted the the library's film service, summer reading program, ceiling projector, books by mail, program service, and other services. Space is furnished by the Herald and a member of the newspaper's advertising department prepares the final layout for the ads.

IDEAS THAT PAY . . . The public relations committee of the Indiana Library Association prepares press releases which can be adapted by local libraries throughout the state. Releases have concerned Indiana Library Week, children's summer reading program, vacation reading, travel aids at the library, and others. Along with the release is included instructions on how to adapt the article for local use, to whom and when to submit the article, and suggestions for related articles. About six releases are sent out a year.

YOU MAY WANT TO SEE . . . Two graduate papers on library public rela-"Library Public Relations Programs: A Survey of Current Practices in Public Libraries in the U.S.," by Clara Fiedler Kritini, is available from the Interlibrary Loan Department of American -University Libraries, Washington, D. C., while "Public Relations of the Public Library," by Ahmed Omar, can be obtained from the University of Michigan Library . . . If your library is planning a bond campaign, be sure to see the excellent scrapbook of materials used by the San Diego Public Library in winning its 1949 bond issue. The scrapbook can be obtained from the ALA Headquarters Library.

QUOTABLE QUOTES . . . "Publicity is to public relations what frosting is to a cake. If the cake is good, frosting makes it better. If the cake isn't good,

the icing will only cover up what's wrong until you start eating"—From "Public Relations Cornerstones," by Pendray E. Leibert . . . "One of the fundamental problems of library publicity concerns the question: 'Is library publicity worthwhile?' Of this there can be little question except it be answered by the query 'are libraries worthwhile?' Probably no human activity good or bad fails to expand through a coherent program of publicity."—Charles Deane Kent, in Ontario Library Review, May, 1950.

YOU MAY BE INTERESTED TO KNOW . . . According to a survey made by Robert B. Johnson, a former graduate journalism student at the University of Indiana, only 16 per cent of the Library Schools offer a separate course in library publicity techniques. Among the titles of the courses are the following: Graphic Media for Use in Library Publicity, Publicity and Exhibits, Library Public Relations, Library and Community Contacts, and Public Relations Sources and Media. . . . Santa Barbara (Calif.) Public Library has an annual Shakespeare Week during which flowers mentioned in the poet's plays and verses are shown. The observance has been held for many years and many Santa Barbara garden owners make a specialty of Shakespeare flowers, including wild thyme, oxlip, woodbine, musk roses and others.

Miss Martha Boaz, first assistant in the circulation department of the Pasadena Public Library, will join the faculty of the School of Library Science at the University of Southern California in September as a visiting assistant professor, it was announced today.

Miss Boaz is a graduate of the University of Michigan and Madison College, Harrisonburg, Va., and taught at both schools. She also has a degree from George Peabody College for Teachers in Nashville, and has been on the faculties of the University of Tennessee, San Jose State College, and West Virginia Institute of Technology.

At SC, Miss Boaz will teach courses in book selection and reference.

## ACADEMIC NOTES

BY FERRIS RANDALL

The recent "bibliocendiary" (book burning to you) fiasco overseas would seem to impute greater influence to books than even librarians are willing to. That this particular episode was of such short duration is probably due less to presidential strictures or greener headline pastures than to the discovery of how much it costs to

get rid of a library book!

Serial Librarian to Assistant Librarian. That's the success story of Mrs. Helen Worden of CU. The promotion was occasioned by the resignation of Jean McFarland to become Mrs. Gordon Pequequot. Miss McFarland's 23-year association with the Library is also a success story, culminating last year in her appointment as Assistant Librarian in charge of service. The heir to Mrs. Worden's job as head of Serials is Mrs. Dorothy Kesseli. Stepping into the latter's shoes as assistant chief of Serials is Marjorie Burr.

New CU appointees are Mrs. Mary Ellen Gold in the Reserve Book Dept., Paul Herman in the Catalog Dept., Merle Bartlett, Music Library, Richard Bernard, Bancroft, Margaret Kahn, General Reference, and Patrick Wilson, Social Science Reference. Cal does right well by its library school graduates—and they do right well by Cal.

Retirement arrived for **Mabel Potts**, after more than 34' years in the Catalog Dept. (she knew the place when you could count the people on two hands), and **Frank Brezee**, a veteran of 16 years with Bancroft Library.

CU's Music Librarian, Vincent Duckles, has reached PhD above high EdD for his critical edition of "John Gamble's Commonplace Book," an ms in NYPL containing some 255 English songs of the period 1620-1660. When laid end-to-end, his degrees are

now longer than his name.

CU at Davis has been designated a selective depository for US documents. Moreover, under a cooperative service arrangement with USDA Library, Davis is supplying library service to about 1600 Dept. employees in seven Western states. The mutual assistance pact was necessitated by a federal economy move which is closing several DA regional libraries, including the one at SF.

Davis recruited three CU Library school graduates. One of them, John Sekerak, used to be stack supervisor there in his student days. He returns to head the Loan Dept. Charles Mastin is a Bibliographer in Acquisitions; and Carol Raney joined the Catalog Dept.

At nearby Sacramento State, the library is packing 'em in these hot days by offering air conditioning and what it takes to quench that thirst for knowledge. There was nothing cool, however, about the reception given the new staff member, Irene Struffert.

Humboldt State is ensconced in its new, modular building, and managed to take an inventory in the process of moving! In addition to new quarters, they got one of the June graduates from Berkeley. She is Patricia Anderson, whose duties are somewhat modular in that she shifts back and forth between reference and order work.

Gleeson Library of USF was the scene in July of a series of lectures tying in with an exhibit of contemporary art. It would be hard to find a more appropriate locale in that Gleeson is both modern and artistic. The resignation of Elizabeth Holleran from Circulation and Mrs. Lucy Wilson from Acquisitions has brought replacements in the persons of Betty Muldown and Juliet Clark.

The main collection and staff of SF State was moved this summer into its new library amid the roar and dusty turmoil created by landscaping bulldozers. Lost in the shuffle were the services of Marguerite Taylor, Assistant Children's Librarian, and Alan Thomas, Assistant Social Science Librarian. Picked up were the services of Juliane Heyman and Dr. Yi-Faai Laai, who divide their time between cataloging and the Social Sciences Library, and of Mrs. Constance King, who is seen half-time in Natural Sciences, the rest of the time in the Order Dept.

The biggest news from Hoover Library concerns a grant of \$225,000 from that subversive outfit, the Ford Foundation, to make possible faster cataloging of documents containing vital information on Asia, Africa and the Middle East. It is estimated that more than 100,000 items will be handled and that the project will employ from 50 to 75 people over a 3-year period.

The results of another Hoover undertaking, the microfilming of 37 newspapers (41,000 ft. of film), have been reported to LC for inclusion in the new edition of "Newspapers on Microfilm."

Stanford Libraries' Director, R. C. Swank,

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has been designated one of the administrative consultants to accompany the team of Stanford faculty which is to assist in the rehabilitation of the war-devastated University of the Philippines. The project is sponsored and financed by the Mutual Security Agency and will get underway the first of next year.

There are two new faces at Stanford. Celeste Ashley, formerly of Johns Hopkins, joined the Reference Division in July to be in charge of the drama collection. Basil Ross, a newcomer from Britain and a June graduate of CU's School of Librarianship, stepped into the job of Assistant Law Librarian. Resignations and replacements are the burden of the news from Santa Clara. Mrs. Frances Klune left cataloging at Varsi Library to return to public library work. Her successor is Doris Thibodeau. Charles Laubenthal replaced Kathleen Kelsch as serial librarian.

The proposed addition to San Jose State's library was given the wherewithal by this year's legislature. Three members of the staff won't be around for added duties as "sidewalk superintendents of construction." Hubert Hall, William Reed and Carl Johnson have transferred to San Jose, Yuba and Reedly Junior Colleges respectively.

Now that plans have been approved for a million dollar structure, Fresno State's Librarian, Henry Madden, feels he can accept that Fulbright award as lecturer in library science at the University of Vienna and the Austrian National Library.

Marriage cost Fresno the services of Cataloger Greta MacDonald. The groom was another cataloger, Fernando Peñalosa. The Long Beach City Schools were responsible for the other resignation—that of Mary McGovern. After taking the anti-arsonist oath now required of all Fresnoans, Joan Hawkins was cleared for appointment to the Catalog Dept. and Harold Wells was OK'd for assignment to the Reference and Order Depts.

It's always a pleasure to be able to report promotions from the ranks. Mrs. Pearl Ward became Librarian of George Pepperdine College when Dr. Broadus moved to Nashville to head the library at David Lipscomb College. And at Caltech, Lloyd Lyman of its Humanities Division was advanced to the new position of Assistant Librarian. William Stanley fills the vacancy in Humanities left by Mr. Lyman. None of these people has been out of library school much more than two years. Nice break.

UCLA's Engineering Library has a couple of new staff members. They are Sumiko

Shirafuji and Donald Black. Miss Shirafuji is an alumna of Hunter College and Columbia's library school. Mr. Black just received his BLS at Berkeley. Fellow classmates, Barbara Bohem and Edwin Kaye, were taken on in the Biomedical and Industrial Relations libraries. Robert Canny, erstwhile librarian for the "Denver Post," is the new man in Circulation.

The purchase of a 225 volume library that belonged to Mr. R. Heilbrunn makes UCLA's Wolf Collection one of the most complete on the subject of Spinoza. The acquisition contained also the 1758 edition of Helvetius' "De l'Esprit" (condemned to public burning by an un-Safe Activities Committee of its day) and a rare first edition (1660) of Pufendorf's "Elementorum Jurisprudentiae."

While Lewis Stieg is away in the Philippines evaluating their library service and local training program for librarians, Hazel Rea, Assistant Librarian for Technical Processes, is the acting university librarian at

The announced religious center at USC is to include a hundred-thousand volume theological library. Already it has its librarian appointed and at work. He is Rev. Elton Shell, formerly Assistant Librarian at SF Theological Seminary.

Riley Burton succeeds Lester Lopez as Law Librarian and Assistant Professor of Law. The latter resigned, after five years with USC, to concentrate on writing. Mr. Burton is a triple-degree man from the University of Washington.

In Mr. Stieg's sabbatical absence, Harriet Howe is Acting Director of USC's School of Library Science. Miss Howe brings to the post the experience of heading the U. of Denver Library School. Assistant Director Francis Lander Spain took up her duties Aug. 1 as chief of children's work at NYPL. Professor Ruth Baldwin has returned to the University of Ill., to complete work on her doctorate. Martha Boaz, who is likewise working for a PhD (Michigan), succeeds Miss Baldwin. Visitors on the teaching staff included Roland Baughman of Columbia's Special Collections, Sue Hefley, Supervisor of the Materials Center of Webster Parrish, La., Marion Horton, at one time with the LA City Schools, Alice Lohrer of the U. of Ill. faculty, Marjorie Schramling, Librarian of LA High School, and Althea Warren, quondam LA City Librarian.

By the time you read this, the chances are that another library building will have been authorized, begun, completed or oc-

(Continued on Page 51)

## ONE MILLION CUSTOMERS

#### Southern California Libraries Go to the Fair

BY FRANCES HENSELMAN

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PEOPLE AND books (and magazines and maps and films and records, if we're wealthy and progressive enough)—that's our business! And where in Southern California can you find more people in one place than at the Los Angeles County Fair?

So, we had the people! How could we get our books, records and films to them? Eva Landis at Pomona Public Library, had the answer when she asked the Southern California Library Public Relations Council and the Public Library Executives Association of Southern California why we didn't have a booth at the Fair. This was in 1949, and nobody had a good answer for her so we had a booth at the Fair . . . and we have been back each year since.

Of course, libraries have been to Fairs all over the country for years. It was Fair time when we drove through Tilamook, Oregon on our way back from the Vancouver ALA conference. We stopped to tour the exhibits. The high point? Why, the Library Extension Service booth! But as Kipling would say, that's another story.

The story of the Los Angeles County Fair and the library is worth telling because it has lessons for everyone who has access to such a show. If you are wondering whether you should or should not "go to the Fair," the answer is "Yes." How to go, is the problem.

In Southern California, the Fair project is cooperative in every sense. Almost every library in the area supports it, and we hope that all receive some benefit from it. The financial underwriting has been done by the Public Library Executives Association of Southern California and costs, not absorbed by individual libraries, have been covered by the sale of booklets or folders jointly printed for distribution at the Fair, but available for purchase by individual libraries. The actual work of



Exhibit Used in The Horticulture Bldg. L. A. County Fair

producing the exhibits and lists is the responsibility of the Public Relations Council, but the membership overlaps so greatly that we seldom remember that two groups are involved.

The important thing is that by working together, a group of libraries are reaching over a million people with a reminder about library resources and services.

LESSON I—If you go to the Fair, go with neighboring libraries if possible. You'll get more ideas and be able to do a more effective job.

LESSON II—Printed lists, purchased by participating libraries can yield revenue needed to cover expenses incurred for the booth, etc.

Experience is a great teacher. That first year we had a conventional fair booth in the Education Building. The theme was "Your Library" and an attractive booth-wide poster on the back

wall, modern furniture, giant cardboard books, a registration book for visitors and l6mm films borrowed from the State Library all sought the attention of the passers-by. The booth was manned all hours, by more than 50 volunteers from participating libraries. Everyone worked with great good will on a shift basis. But many of the 50 had never run a projector before and the result was ruined film for which we had to pay.

LESSON III—Know your limitations.

The following year we again had a conventional booth with color, sound and motion. But instead of moving pictures, we used a Selectro-slide, with colored slides from libraries in the area illustrating a variety of library services and the slogan "Use Your Library." For sound we used phonograph records. And again we had a registration book—and had the booth manned at all times by volunteers.

At this point it was decided that the County Fair would be a continuous project. A standing committee was created within the Associations. The committee was instructed to become active not less than six months before the Fair (which is in September), to have its final report

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Popular Cookbook Displayed in Domestic Arts Bldg.

ready not later than the November meeting of the Executives' Association and to arrange immediately after the Fair for locations for the following year's exhibits. One of its major duties was to make criticisms and recommendations of the project.

LESSON IV-Plan far ahead.

LESSON V—Assign responsibility for the project to a few people with interest and know-how.

LESSON VI—Try to evaluate results of the project for all participants as soon after the exhibit as possible.

Now the project took a new turn. It was suggested that we scatter small, attractive book displays by subject throughout the Fair: gardening books with flower displays, art books with art displays, etc. In 1951 this was done. A central booth was set up and manned continuously under a sign "A World of Ideas at Your Public Library." Collections of books with placards directing people to their library appeared in buildings throughout the fair. Subject booklists were prepared and distributed from several points. These were extremely popular.

LESSON VII—Catch the reader where his interests motivate him to use the library.

The success of the subject list led the committee to recommend that we abandon the idea of a central booth. The returns in library promotion were so small in relation to man hours as compared with the scattered exhibits and subject booklists that last year we settled on a plan of doing seven or eight displays, each in a different exhibit building or area. The larger libraries (and a few smaller libraries working together) each prepared one of these. Other small libraries participated by purchasing the booklets, by assisting in the selection of titles for the lists, and by over-all preliminary planning.

LESSON VIII—Don't waste man hours in getting your message over if there's an effective substitute for them.

This year we are following last year's pattern. There is a question about the (Continued on Page 61)

## The Diamond Jubilee

#### Of California Public Libraries

BY PETER THOMAS CONMY

ON MARCH 18, 1878, Governor Irwin affixed his signature to Senate Bill No. 1, making it a law. This measure authorized the City and County of San Francisco and any incorporated city of the state to establish a free public library and to levy for its support a tax not to exceed one mill. Thus seventy-five years ago California public libraries as such were born.

Prior to the enactment of this law there had been several free library organizations which in certain cities for a small fee served the reading public. Indeed the philanthropic nature of these organizations had been recognized by the state in 1863 when their incorporation was authorized and they were exempted from taxation provided the income did not exceed \$50,000 annually. One of these social libraries was the Mechanics-Mercantile Library of San Francisco which had been in existence since 1851. Another was the Oakland Reading Room Association established in 1868. There was also one free public library maintained by a city government. This was Los Angeles Public Library authorized by a special act of the legislature in 1874. Under California's original Constitution made in 1849 and in effect until 1880, special legislation of this sort was permissible. It was prohibited by the second Constitution. The 1878 law authorizing the city and county and any other incorporated city to establish a public library was general in its application.

The movement for a state law on public libraries appears to have originated in San Francisco. Late in 1877 a group of citizens met in Dashaway Hall in that city and inaugurated a movement for a public library law. George H. Rogers, Senator from San Francisco introduced the bill on the first day of the 22nd legislative Session. This was on December 5, 1877. It was read for the first and second times and referred to the Committee on

Education. Reported favorably it passed the Senate on February 18, 1878, on a vote of 19 to 2. The two negative votes came from Senators John C. Coleman of Nevada County and Niles Searles of Sierra County. The latter was a well educated man, and his opposition to the library bill is difficult to understand. Prior to serving the legislature he had served as Judge of the 14th Judicial District, and later as Supreme Court Commissioner and Chief Justice of the Supreme Court. On March 11th the bill passed the assembly and a week later was signed by the governor.

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Oakland, with San Francisco as a very close second, took advantage of the new law immediately. The Oakland Reading Room Association offered its building and equipment to the city and this was accepted. The operation of the library by the city became effective on June 1st. San Francisco appointed a library board and the Mechanics Institute was approached to turn over its plant to the city but declined. The trustees then rented Pacific Hall. The city appropriated \$24,000 and the library was opened formally on the evening of June 7th. The City and County Auditor refused to honor the appropriation on the ground that the law was unconstitutional. The trustees instituted mandamus proceedings, and upon court order, he paid over the \$24,000. The new library was very popular and it is reported that six hundred and fifty persons visited Pacific Hall daily.

The first librarian of San Francisco Public Library was Albert Hart who had served in the California State Library. The first librarian of Oakland Public Library was Ina Coolbrith who had been librarian for the Oakland Reading Room Association and who was continued in office. She later became the poet laureate of California.

Within a year after the 1878 public li-(Continued on Page 61)

## Something for Everyone

. A Success Story!

BY HOWARD SAMUELSON

CALIFORNIA LIBRARIANS overwhelmingly approve of an annual state-wide California Library Week, results of a recent survey

In answer to a question, "Do you consider that Library Week was worthwhile and should be repeated?" 50 library administrators answered "Yes." Only four replied "No," and six indicated they

were "Undecided."

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The 1953 California Library Week campaign was under the direction of Mrs. Margaret G. VanDussen, County Librarian of the Fresno County Free Library, who was Chairman of the Library Week Committee of the California Library Association. The slogan for the week was "Something for Everyone at Your Library."

Planning for California Library Week was begun in mid-summer of 1952 when preliminary plans were made for a comprehensive Library Week "publicity package" to enable librarians to produce a well-rounded campaign with a minimum of staff time and effort. The package, which contributed much to the success of the Week, contained press releases, features, filler items, radio spot announcements, sample proclamations, picture ideas, a fact sheet for editorials, form letters, and other helpful material. Later a Library Week theme poster was decided on and organizational committees were set up in the various areas of the

Apparently the Week was outstandingly successful. A recently completed survey disclosed that almost all of the participating libraries felt that the 1953 Library Week had been successful in acquainting persons in the state with library services. The libraries also were almost unanimous in feeling that Library Week should be repeated next year.

"This kind of intensive publicizing undoubtedly increases the community's awareness of the Library's services," one

librarian said.

Other comments:

"The community suddenly became aware that they had a library."

"The results justify the exertion." "It makes librarians work together and provides a concerted effort—a focus for public attention.'

"Annual repetition of Library Week will give a build-up which will

be increasingly effective.

"It prods all of us to carry on a publicity program for the library.' Many of the librarians pointed out the

disadvantage of competing weeks, the danger of overloading the communication media, and the great amount of staff time required, but most conceded the advantage of repetition and concentrated attention. Said a librarian in the Bay area

"We are very much pleased with the results. This movement will grow annually and will become in time a great annual project for each library."

Most librarians favored a March date for Library Week, although a number of conflicts in different parts of the state

were indicated.

Should the "Something for Everyone" slogan be used as a permanent theme? Fifty-one of those who answered the questionnaire felt this theme had merit and should be repeated. Seven answered "No," and two were "Undecided."

(Continued on Page 65)

Ed. Note: Recently appointed City Librarian at Salinas, Howard Samuelson has spark-plugged the celebration of California Library Week for the past two years. His summary of the survey-follow-up of the 1953 celebration is a healthy commentary on the enthusiastic cooperation exercised by California Librarians in the field of public relations.

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#### ACADEMIC NOTES—

cupied. Such events are becoming almost commonplace. Ed. Coman predicted occupancy of the new building at Riverside by press time. He reports that the book collection is looking healthy and that the staff of nine will be up to 12 by next January with the addition of three more librarians.

The rest of us who must continue to toil in makeshift quarters or marble halls might take comfort in the thought of how long such places as the Bodleian have been in their buildings. They'd probably be up in arms at the suggestion that it was "time for a change!"

#### STANDARDS—

Unhappily there is no particularly light and breezy way to approach the standards. They are a pretty serious business, and the most friendly discussion about them is bound at some spots to develop heat. Frankly, I think that's a good thing. Certainly the Sacramento Workshop was no place for an over-sensitive plant to flourish, and the climate at Stockton may turn unseasonably warm when a thousand critical librarians attempt to come to exact agreement.

The Workshop participants hope that the general membership of CLA will realize that the proposed standards were not arrived at casually or dictatorily, but that they represent the serious and distilled judgment of a representative group of experienced librarians. We welcome criticism of our product from every possible angle, although we cannot forget two lessons we have learned or re-learned. First, no matter how much work and effort we put into such a difficult and complex subject, there can never, and probably should never, be unanimous agreement. The product of our labors is bound, in the end, to be a compromise among many elements and many people who have at least slightly conflicting ideas. Second, the librarians of the state will tend to fall into two groups. The first group will sincerely believe in and defend the level of library service that now exists, and will feel that with a little further perfecting and additional financing we should be content with our achievements. The other group, and I am among its members, believe that, with due respect to the many outstanding city and county libraries we have now, we can afford to raise our sights to the very highest levels.

It is my sincere conviction that as a whole the librarians of California have the ability, intelligence and drive to carry out a program that will place our libraries at an undisputed top level of coverage and performance. The people of California will use and can afford library service of a high order. It will take our united leadership to produce it for them.

### PREMIUM ON MEDIOCRITY

BY MARY PRATT

LIBRARIANS, IT seems, are scarce. As yet, there are no posters pointing an admonishing forefinger at passers-by, proclaiming sternly that "Your Public Library Wants You," but, nonetheless, recruitment looms almost as large on the agenda of the ALA as it does in the Pentagon.

The Library Journal urges its readers to recruit with a cheerful smile. Committees labor over illustrated brochures. Awards are offered for the program most likely to entice promising students into library schools, and, eventually, libraries.

But what becomes of the talented young people once they have been persuaded to join the ranks? And what of the able librarians already serving on library staffs? Their future, alas, is not always quite so bright as the one pictured in the recruitment folder.

Ours is a profession which, all too often, is dedicated to a philosophy of mediocrity. To be sure, some librarians rise to the heights of administration, but most of us remain, simply, librarians. Other professions do not reserve most of their rewards for their administrators. Some teachers, of course, become principals, and some lawyers, judges, or physicians, chiefs-of-staff, but those who choose to teach, or to practice law or medicine, also expect to rise in their professions.

Library careers, on the other hand, are too frequently measured in terms of the number supervised, and librarians who want to avoid stagnation must seek advancement in the administrative hierarchy, wherever their talents may lie. Thus, the ultimate reward for outstanding work as a reference expert, for instance, is the opportunity to do less and less reference work. Libraries, having discovered that, like other institutions, they need fine administrators, unfortunately have tended to forget that in order to function as libraries they also must have good practicing librarians.

Salary scales and job classifications, for example, often fail to recognize the obvious truth that a librarian's efficiency does not necessarily increase automatically for a brief span of years, and then, suddenly, become utterly static. A subject specialist, or an outstanding children's librarian accumulates, over the years, an invaluable store of knowledge and skill. Surely she has a right to expect some token of appreciation, preferably in the form of money and prestige, from the library in which she works.

Advanced university courses and foreign travel are as helpful in library work as in teaching, but frequently no recognition is given those who spend time, effort and savings on activities which increase materially their worth as librarians. A point system, similar to those used in some public schools, might be one means of providing an incentive for professional self-development. An inner glow of self-satisfaction is all very well, but it has a way of growing dim unless the flame is fed occasionally with some tangible reward for virtue.

No one can deny the importance of drawing promising young men and women into the library field, but their fate, once recruited, is also the concern of every library and professional association. For years we have bewailed the fact that among the professions librarianship has occupied a somewhat lowly rank. It cannot be otherwise as long as the majority of library positions are regarded either as mere stepping stones to administrative posts, or as pathways leading to oblivion.

Librarianship will attain real professional status only when library careers offer challenging opportunities and commensurate rewards not only to potential administrators, but to superior practicing librarians as well.

Reprinted from the LAPL Broadcaster

## I NEED A NEW TECHNIQUE

BY ARMINE D. MACKENZIE

FOR MORE years than, like a spinster in a Dickens novel, I readily admit to, I have been an "intermittent" attendant at that vantage point of cultural inquiry, our Information Desk. And I must confess that though a veteran at the swiftly directional question, the involved catalog-interpretive gambit, and the mind reading or second-guessing-the-patron contretemps, I am still—after all this time—not satisfied with my technique.

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I've tried various methods. Fresh out of library school, breathing fiery idealism and service, I was filled with a patron-centered zeal. What was important, I felt, was not the question; it was the patron who asked it. What was his or her problem, how could one find out exactly what was really meant in the stumbling inquiry, the shy half-request? With each person approaching the desk, I paused to analyze, to instruct, to work out problems. The trouble was, while I gave long consideration to the "problem" of the elderly woman who had once read a small green (or was it red) book about cats in evening clothes, six or seven impatient patrons would range around the desk and finally fade away, breathing imprecations. Often in the midst of some interesting point, such as why E. M. Hull, the immortal authoress of The Sheik, had apparently fallen into silence while yet (so far as could be determined) alive, I would notice, out of the corner of my eye, patrons in frantic pantomimed inquiry at the registration and receiving desks. Little by little I had to modify my original ideal of individual service.

During a later phase I had learned to depend chiefly on the subject departments. After all, it was presumptuous to try to do everything at the Information Desk when our well-equipped departments were eagerly awaiting their chance to be of service. But after a time, in various ways, it was subtly brought to my attention that I perhaps erred on the side of over-enthusiasm. In directing a patron to a

department, I painted so glowing a picture of what he would probably find there that the overworked librarians, having to cope with his expectations, came to regard me as a positive menace. Again, a woman might ask for a subject such as grapes, whereupon, with my best technique, I would intimate that everything possible on the subject was in the Science Department. Then when she went there and asked for that bogus medical book, The Grape Cure (in case you don't know it, it's a fake cancer cure that the library has naturally banned)—the result was usually that she insisted the man at the Information Desk said that everything about grapes was there, and they'd better look again.

Somewhere I read that good personnel practice was to direct people to individuals—that is, if a person felt he was consulting a real expert it swelled his self-importance. So often I would suggest that So-and-so was the Library authority on this or that—I might be tempted to send a patron to Irwin Stein for a baseball question, instead of to the Art Department, or to Bill Speed for football, though so far as I remember I don't believe I ever sent anyone up to Mr. Hamill for golf. After a time, I gradually learned that this practice was not too popular among my colleagues.

What can be done? I need a new technique. And I'm not sure but what I've found one. If I may digress for a moment, I've been struck in recent years by a sweeping change that has come over modern medicine. You remember how thefamily doctor used to be-he knew exactly what was the matter with you and prescribed without hesitation a pill that if not curative, was at least soothing. How things have changed! Nowadays you pass from specialist to specialist, you are tested in laboratories and stared at through fluoroscopes, only to receive at the end some such casual verdict as this: "You know, actually we're not too sure what the

(Continued on Page 55)

## DISTRICT MEETING DIGEST

EFFECTIVE GRAPPLING with grass roots problems, rather than theoretical questions, marked the six CLA district meetings during 1953. The content of these meetings revealed that CLA districts were very much alive to the needs of individual librarians, as well as the profession as a whole. Because of the ALA meeting in Los Angeles the last week of June, all district meetings were held in the spring of the year.

The parade was led off with the Southern District meeting of March 7. Geared to the theme "Intellectual Freedom: A Challenge To Librarians," the meeting was keynoted by an inspirational and challenging address by Mrs. Earl Cranston, member of the Pasadena School Board, on the subject "The Problem of Freedom; Mid-Century." This was preceded by reports from CLA President Klausner and other business.

The afternoon session was comprised of discussion groups which explored the problem of intellectual freedom as it pertains to four aspects of librarianship: College and university libraries; school libraries; public libraries; and non-book materials. The Southern District meeting was further enhanced by a preliminary, one-day audio-visual workshop held under the direction of Mrs. Gene Hutchinson.

Meeting just one week later, the Golden State District heard reports on the progress of library legislation, library standards, and various business reports. This was followed by an address in the afternoon by Mrs. Carma Zimmerman on her trip to Germany. Open house in the Hoover Library and other Stanford University libraries concluded the day. Once again, this time under the leadership of Mr. Irving Lieberman, an audio-visual workshop preceded the conference.

April 18 was the magic date for the Yosemite District meeting at Taft High School. Presided over by district president Catherine Chadwick the group heard various pertinent reports, and a panel composed of Mr. Wemmer, Mrs. Zimmerman and Mr. Hamilton discussed the proposed library survey and library reorganization. Also discussed were the results of the standards workshop held just prior to the meeting in Sacramento. Children's librarians during the morning heard Quail Hawkins discuss her own well known books for children. The afternoon program was devoted to a symposium on "Getting Along Together," which was divided into four parts: Getting along with the community, the staff, the government, and the schools. ar w

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Meeting on the campus of the Sacramento State College on April 25th, the Golden Empire District had a very profitable one-day session. Leading off with a review of progress made by California libraries during the past year, CLA President, Margaret Klausner, cited the three greatest needs for California libraries: 1) Need for working standards for measuring library service, 2) Need for cooperation of libraries, and 3) Need for recruitment of new librarians. Miss Klausner was followed by Mrs. Carma Zimmerman who spoke on the subject "Future Librarians, Our First Consideration." She emphasized the need for persons trained in librarianship and the opportunities now existent for such training on the west coast. Reports were heard from Mr. Frederick Wemmer on current library legislation, from Margaret Wheeler on ALA convention plans, and from Irvine Lieberman on educational television. The afternoon session reconvened for the purpose of hearing a panel on work simplification. This was followed by a general discussion period proving to be very popular.

Redwood District swung into action at Eureka on May 2. Mrs. Helen Everett, Librarian at Humbolt State College, chaired the afternoon workshop period and introduced Mr. Irvine Lieberman, whose topic "The Library, A Communication Center For Book and Non-Book Materials," was the theme for both the afternoon and evening sessions of the district meeting. The audio-visual workshop held that afternoon proved to be of great practical value and aroused the enthusiasm of librarians and local educators alike. Following the 7:30 dinner at the Eureka Inn, Mrs. Helen B. Murie, president of Redwood District, introduced Thelma Reid, State Library Field Representative, and Margaret Klausner, CLA President, for brief talks on aims, activities, and objectives of the association. The meeting was then turned over again to Mr. Lieberman who concluded with the showing of three documentary films of outstanding merit.

Mt. Shasta District convened May 19 at the Veterans Memorial Hall in Paradise. Mr. Frederick Wemmer reported on progress of library legislation. Miss Margaret Klausner, CLA President, emphasized the astounding growth of population in California and stressed the librarian's difficulty in keeping up with this growth while still maintaining the high standards of the past. She was followed by Mrs. Zimmerman speaking on the importance of the individual local librarian in developing better library service by spreading knowledge, not propaganda, and by encouraging people to read. She stressed, particularly, the public relations value of the individual librarian's work and the challenge presented by California's growth. During the luncheon, Ida M. Reagan, recently retired Oroville Public Library Head, was presented with a radio as a gift from the district association in gratitude for her many years of service to the district. Ralph Moody, author of "Little Britches," spoke about "Oral Reading in the Family Circle" at the afternoon session. His conviction of the value of family reading was inspiring to all.

Thus, fully informed as to the progress of library legislation and library standards, and wholly inspired by the speakers who had addressed them, California librarians went back to work. Through its district meetings CLA once again had touched the grass roots, and the spirit of librarianship in the state of California burned even more brightly than before.

THE EDITOR

#### NEW TECHNIQUE—

matter is, it might be a number of things." (The Specialist smiles confidently!) "To be quite frank, medicine knows as little about this particular condition as it does about the common cold. However, Nature will probably cure the condition in time. If it persists, we'll try some more tests. Miss Jones will send you your bill."

This candid technique—the Specialist cheerfully admitting ignorance or inadequacy might suit the Information Desk very well. Let us picture the scene. A patron hesitantly approaches the very expert looking attendant and asks for something on building garden furniture. The attendant pauses for a moment, looks quizzically at the patron, and says something like this: "Frankly, sir, I doubt very much if you'll find exactly what you want. The Art Department-well, ye-es. And Science-very likely there's something you could use, but don't count on it. Oh, by all means go to both departments, and see what they can do. It won't do any harm, and mind you, I don't say you won't find something. Material on garden furniture certainly exists, and if it turns out not to be quite what you want-well, that's life. You alone know how well you can follow plans in a book, and frankly, many of the plans in our collection are obscure. Still, go ahead. You may find a good Popular Library book on the way!"

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#### ALA-

too far off future, will revert to the 14th using only those new classifications which make up new fields such as television."

Another comment calls for more attention to books in ALA programming: "Little was made of the books except in Wednesday's general session. It has always struck me at meetings from ALA down that children's, young people's and school librarians usually provide more meat in the way of literary and more bookish programs and inspirational material than do the adult groups. Even though children's librarians at their meetings tend to ignore the more mundane problems and the over-all view, they do leave their groups with a feeling of inspiration. The most enthusiastic comments from all the general librarians were for Dr. White of Mills College, Doris Gates, and Dr. Baxter, appearing on programs sponsored by one or the other of these groups. Chet Huntley was, of course, a highlight for everyone."

A well expressed summing up reads: "Chet Huntley's talk was keyed just right and as far as we personally were concerned topped off the whole thing in fine fashion. Probably the best thing to get out of all of conventions is the sense of solidarity in the library profession; the "For Whom The Bell Tolled' quality of thinking that unites us all in our determination to keep the faith with the American people, to line ourselves up with the press, the radio, television

and other groups."

It is not the purpose of this paper to create the impression that the co-chairmen should receive all of the credit for the convention. The Local Arrangements Committee was responsible primarily for what may be termed the housekeeping activities-the scheduling of meeting rooms, the hospitality functions, transportation, public relations and publicity, obtaining needed equipment and supplies, decorations and flowers, and other matters of varied importance. We studied previous convention programs and gave some thought to the work and organization of Francis St. John's committee for the New York conference. After deciding on the several major tasks to be done, the first step taken by the co-chairmen was to set up a committee for each and to appoint a chairman.

Challenged to do a first rate job with the library and other resources in this area at our disposal, a generous appropriation from the City of Los Angeles for committee expenses plus the cooperative spirit and friendly goodwill prevailing among librarians here, and the facilities for entertainment, we felt ourselves charged to give our utmost to our part in the conference.

To see the convention through from the idea and planning stages to programming and performance, to work with the sub-committee chairmen who comprised the Coordinating Committee, the give and take of free discussion, the birth and death of some ideas and suggestions, the acceptance and full development of others, proved to be a rewarding, inspiring and memorable experience for the co-chairmen.

#### INTELLECTUAL FREEDOM-

The selectivity which available space enforces and the necessity of giving special notice to local products, regardless of their value, also serve to reduce the critic's freedom.

Dr. Lester Asheim, dean of the University of Chicago's Graduate Library School, emphasized the different motives of the book selector and the censor. The librarian, in attempting to provide the best, seeks justification for preservation and circulation of a book as a whole, while the censor seeks to prevent a book's circulation on the basis of isolated passages or for extraneous reasons such as the author's political affiliations. Dr. Asheim reminded the group that criteria of selection include four major factors: sincerity of the author; literary quality of the work; effect upon the reader; timing and community mores.

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#### PERSONNEL COMMITTEE-

tenure. It is under a clear obligation to ascertain as thoroughly as possible, for the guidance of American Library Association members, the conditions of service in any library.

"In general the board can impose no penalty other than a frank disclosure of the facts and a statement of conclusions, whether or not these are favorable to the complainant or to the administration. When improper conditions are found to exist, they are given publicity primarily for the purpose of enabling individual members of the library profession to judge whether the jurisdiction is one in which it is desirable to accept appointments and for the purpose of exerting a positive force for improvement."

As early as 1936, the Board's predecessor, the ALA Committee on Salaries, Staff, and Service, went on record as recommending that state library associations appoint a personnel committee or committees dealing with salaries, working conditions, staff welfare, and other phases of personnel. Although some state associations do have committees, each covering a specific area of the personnel field, insofar as is known no state library association has as yet a committee with over-all personnel functions such as those assigned to the Board on Personnal Administration.

From this summary it will be seen that through the years the American Library Association has developed the means to study and publicize personnel procedures, to recommend standards, and to print important material on personnel subjects. With the strength of the national organization behind it and the objectivity gained by drawing working members from national membership, the Board on Personnel Administration can maintain a prestige and objectivity that might be difficult for state committees to match.

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#### WILDER DOLLS-

then the innumerable types she has created have been done for both exclusive department stores and museums, presenting such subjects as the American Indian, brides of every land, and a series on dancing.

Before originating the Wilder dolls, B. Brooks read the *Little House* books for atmosphere and feeling. Illuminating facts, such as personal characteristics, expression, descriptions of clothing, were carefully noted to insure authenticity.

The three adult dolls are 6½ inches high and the children vary according to age. The heads are of china and the bodies of a composition material patented by the artist. One of the most difficult problems was to secure old fashioned prints appropriate to the period and yet in proportion to the size of the tiny figures.

As the project neared completion it appeared that Pa might be without his beloved fiddle. But B. Brooks' husband came to the rescue and carved a tiny miniature! A little bull dog, representing Jack, was finally found and added to make the Wilder family complete.

So delighted was Mrs. Wilder with the gift that she addressed the following letter to the Children's Librarians of California:

"Mansfield, Missouri

Dear Children's Librarians,

The dolls have arrived. They are wonderful! After I have looked at them for some time, I will place them on display in my glass case at the Laura Ingalls Wilder Library here.

I don't know how to thank you all enough for such a beautiful birthday gift and the kind remembrance of me as I pass the 86th milestone of my journey.

Please convey to all my friends there my grateful thanks.

Spring has come to the Ozarks. The hills are green with new grass, buds are swelling on the trees, spring flowers are blooming. Our winter has been very mild, still I am glad it is over.

I have been very well, really astonishingly so. I am still living by myself, doing all my own work. Rose will visit me in April.

With kindest regards and all good wishes, as

Your friend, (signed) Laura Ingalls Wilder"



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#### FAIR—

value of booklists and a real effort will be made to evaluate their worth.

Our major effort will be to produce portable exhibits, which can be shipped from county to county or library to library for use at home shows, fairs, etc.

What are the results of this 5-year effort? We wish we knew. The Fair management is pleased . . . and very cooperative. That may be indicative. WE DO NOT FIND THE BOOK-LISTS SCATTERED AROUND THE GROUNDS. These are all only straws in the wind. Like most librarians trying to measure the results of our work we are "It" in a game of blind-man's buff. Isn't that the game where they say you're getting warm when you close in on your target? Well, we can truthfully say that Southern California libraries are finding it "fair and warmer" in September.

#### DIAMOND JUBILEE—

brary law went into effect, Sacramento, Stockton, San Jose, and Petaluma in addition to San Francisco and Oakland had taken advantage of its provisions and were operating public libraries. These, along with Los Angeles Public Library organized in 1874, constitute the pioneer

public libraries in California.

On June 7, 1878, when the San Francisco Public Library was opened, the principal address was made by Andrew S. Hallidie. In this he traced the local interest to the first American Library Association Conference in Philadelphia in 1876 and to the report on public libraries published by the United States Bureau of Education about the same time. Thus it will be seen that the public library law of California came into being under the influence of the highest standards of both librarianship and education. Writing twenty years later the historian Hittell had this to say,

No state has paid greater attention to education than California, and probably in no other country in proportion to its inhabitants are there more or more judiciously selected or more patronized libraries and literary collections.

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#### PRO AND CON-

three-week vacation. Why tie professional librarians down to the same vacation regulations that were set up for clerical workers in all branches of municipal service. In other words, why restrict our professional standards to the straight-jacket which local civil service regulations (or perhaps more accurately, civil service regulations which are standard in the area) have imposed on us from without, whether or not they have any validity for library workers. The same reasoning which urges that library workers should receive extra compensations for evening, Saturday or holiday work can be used with equal validity on these other factors. And above all, the proposed standards should not simply rubber stamp existing California library practices.

(signed) Edward Caswell Perry, City Librarian Burbank Public Library I am exceedingly pleased to see library service standards in writing—it will be a great help, I believe, to have a professional "yardstick."

As a staff, we will discuss the report at considerable length at staff meeting —in fact, several of the members have looked it over and for the most part expressed themselves favorable to it.

(signed) Edith W. Taylor, Librarian Tulare County Free Library

I consider the tentative Standards a clearcut and comprehensive pattern with which to measure our present situation and a goal for future development. The cost summary with which the Report ends emphasizes its outstanding characteristic, in my opinion—that this is a practical blueprint, not, as is too often the case, a theoretical approach to a current problem.

(signed) Elizabeth Singletary, County Librarian Santa Clara County Free Library

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That the best way to improve library service is by having systems which serve a minimum population of 100,000 is, I believe, open to question. I do think, however, that a high degree of cooperation between existing libraries in a suitable area is feasible and should be desirable.

There are two items in the Standards of Library Units to which I take exception. One is the statement that a professional librarian should be on duty during the hours when a unit is open.

The other point is the minimum size for a library unit for a population of 7500, given as 1400 square feet and 7000 volumes. I consider this less than adequate.

I also wish to say that I think the committee who compiled these "Proposed Library Service Standards" did remarkably fine work on a difficult subject.

(signed) Dorothy M. Thomas, Mill Valley Public Library

I have been waiting their publication with the keenest anticipation, I must say. It seems to me the committee has done a stupendous job in compiling these standards by which we librarians can measure our libraries and their services.

I'm sorry, though, that libraries serving a population of 100,000 is the basis used.

I think it is particularly encouraging to note the plans to keep the standards revised to meet current costs.

> (signed) June Bayless, San Marino Public Library

I would like to commend the committee for setting down goals of library service that are practical and yet broad enough in vision to give us something to strive for. I think we have taken a great step forward in setting a broad base of 100,000 population for library service, if we can implement that with plans to coordinate smaller units.

(signed) Hilda Glaser, Santa Monica Public Library

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Jasmine Britton, formerly Director of Library and Text Book Section, Los Angeles City Schools, is to give a course in School Library Administration. Mrs. Helen K. Earnshaw, of the Los Angeles City College, will teach Classification and Cataloging. Courses in Book Selection, Reading Guidance for Young People, and Audio-Visual Services will also be offered.

For further information write to:

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#### LIBRARY WEEK-

High praise was given the California Library Week "publicity package," with the press releases and radio spot announcements proving "most valuable," according to librarians who used the package.

Comments:

"The entire package was well conceived and executed and a great timesaver."

"Package was of great value, and well worth the small sum."

"The CLA Library Week committee and the Library Public Relations Council of the San Joaquin Valley did a splendid job on the publicity package. Most of us throughout the state are very grateful for the effort and the talent that went into its preparation."

Various media were used by the various municipal, county, school and college libraries throughout the state to give wide publicity to the week. Newspapers, radio and television, exhibits, direct mail,



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Throughout the state intensive weeklong programs were planned for March 8 to 14. Open houses, film programs, puppet shows, talks, discussions, art exhibitions, and other library displays and activities were held.

The week was proclaimed in advance by mayors or boards of supervisors in most local communities, and more than 3,500 Library Week theme posters were displayed throughout the state. Newspapers were used extensively by most libraries, with excellent results. Some of the smaller libraries, which do not ordinarily appear in print, rewrote the releases in the publicity package and submitted them to their community papers. Prepared radio spot announcements were also used effectively in most areas.

Exhibits inside the library building were utilized to advantage to bring people into the library. Also many of the libraries set up displays in downtown store windows. A number of the libraries used movie trailers or slides in local theaters, and letters to local groups were employed to announce Library Week events or call attention to special services.

Other devices used included the following: Notices in church bulletins; house organs, and other publications, talks by staff members, announcements over loud speakers in schools, billboards, library tours, essay contests, local author's open house, musical programs, story hours, metered mail stamp, marquee signs, book lists, and Library Week fliers.

California librarians are determined to make people aware of the services which libraries in the state have to offer. California Library Week was a forward step in a strong and positive program to make people library conscious.

As one librarian put it:

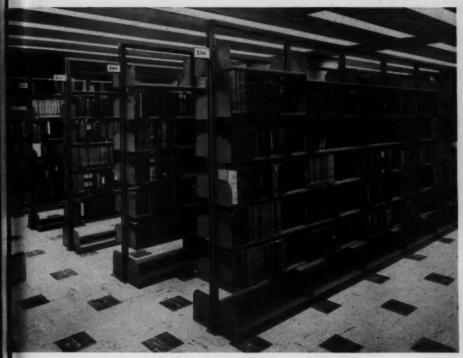
"The average citizen knows little about libraries and the services they offer . . . There is no better way than Library Week for acquainting people with the Library."



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## Another FIRST by Library Bureau



One of the stack areas of the new 6-story Oklahoma A&M College Library. These unit-type #52 steel bookstacks are the very latest innovation in stack construction. All furniture and stacks were supplied by the Library Bureau.

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The base construction features one-piece-plate

base brackets extending from face to face of double faced sections. Levelling clips which permit adjustment to compensate for irregularities in the floor level. Rubber pad (Isomode) on bottom of stack upright protects floors and prevents skidding. Shelving can be changed from 8" to 10" depth whenever necessary.

For additional information on Library Bureau "Type 52" write today for your free copies of two booklets, LBV604 and LBV597.

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